



## NOTICE OF ADMINISTRATIVE DECISION

September 24, 2020

Greg Davis  
IPlan Consulting  
3317 S. Higley Rd.  
Gilbert, AZ 85297  
Email: greg@iplanconsulting.com  
Phone: 480-227-9850

RE: Administrative Design Review to modify the Circle G Gateway Center Master Sign Plan at Power Rd and Ray Roads - **DR18-04-S B (DR20-111)**.

Dear Mr. Davis:

Staff has reviewed and **approved** your Administrative Design Review **DR18-04-S B (DR20-111)**, for approval of the proposed modifications to the Master Sign Plan for the Circle G Gateway Center office/retail development located on Power Rd., south of Ray Road. The site is zoned Regional Commercial (RC) and Business Park (BP) with a Planned Area Development (PAD).

A general summary of the proposed modifications to the Circle G Gateway Center Master Sign Plan are listed below:

- The addition of on-site directional signs with detail.
- Removal of one tenant monument sign along the main internal drive.
- The relocation of a Primary Project ID and Tenant Monument Sign along Power Road.

Staff has **approved** your request. Sign permitting and construction shall conform the MSP stamped approved September 24, 2020.

If you have any questions regarding these findings, please contact me at (480) 503-6589.

Sincerely,

Amy Temes  
Principal Planner  
Town of Gilbert



# CIRCLE GATEWAY CENTER

## Master Sign Plan Submittal

Formal Submittal February 19, 2018

Revised February 13, 2019    Revised September 22, 2020

**APPROVED**  
Design Review Board  
Case # DR18-04 S B  
Date 9/24/20  
Subject to Conditions of Approval

PREPARED BY:   
LANGUAGE

PREPARED FOR: 

**LGE**  
DESIGN BUILD



Introduction

Circle G Gateway Center will consist of several different building types. The retail buildings will have frontage along Power Road. There are 3 single pad tenants and 3 multi-tenant inline buildings with space up to 15 tenants. Interior to the site are a cinema, and potentially four 2 story office buildings, two multi-story hotels and 4 single story office/industrial buildings.

There are 2 categories of signage for Circle G: Freestanding Overall Project Signage and Building Mounted Individual Tenant Signage.

Overall Project Signage - Freestanding

**H Horizontal Project ID Monument** - This monument sign is double sided in the entry median. It will incorporate the project logo and have internal illumination along with ground illumination. It sets the tone for the other freestanding signs within the project.

**P Primary Tenant Monument** - 3 Tenant monuments will be placed along Power Road, one at the entry lending to the cinema and one each at the perimeter corners. They may contain cinema and hotel/major office tenant and logos. An additional monument will be placed at the corner of Ray and Bluejay Drive.

**S Secondary Tenant Monument** - These vertical signs will contain major tenant names and are placed at prominent locations around the perimeter of the site.

The Primary Tenant Monument along with the Secondary Tenant Monument require additional height in order to achieve the staff requested space for signage between 4' and 14' from grade. A minimum 2' architectural embellishment space will be maintained at the top of these signs.

**T Tenant Monument** - These vertical signs are placed near the Galveston and internal entry drives to the hotels. They contain a single hotel identity and are internally illuminated.

**D Directory Sign** - These signs will be placed at major decision points along the main east/west internal route. They will direct to major tenants throughout the site.

**L On-Site Directional Sign** - These signs will be placed along drive aisle/driveways to help visitors with building wayfinding.

Individual Tenant Signage - Building Mounted

**Retail Signage** - Tenants are encouraged to employ a creative mix of design and lighting to enhance the energy of the project during both day and night. Examples are shown on the Allowable Tenant Sign Configurations page.

Allowable types of lighting for signage include, but are not limited to: exposed neon, halo illumination and internally lit channels and cabinets.

Allowable tenant sign envelopes are dotted in on drawings for retail buildings. Modifications to the dotted envelope configurations is allowed as long as the new envelopes meet Gilbert Requirements. The signs may be building fascia mounted or on the canopy structure. No exposed raceways are allowed.

**Retail Multi-Tenant Inline Building** - Signs may be building or canopy mounted. Allowable square footages are calculated and noted above each tenant bay for Phase 1 building.

**Retail Single Pad Tenant** - These locations along Power Road are meant for restaurant or bank type users with potential for drive thru operations. They will be allowed to use their standard logo and lettering branding on up to all 4 sides of their building. Drive-thrus would be allowed up to 2 illuminated menu signs per lane with specifications in keeping with Gilbert sign regulations.

**Cinema Signage** - The cinema will have 2 illuminated vertical projecting signs as shown on building elevations. Only one of these signs will be installed per elevation. The top of the projecting signs shall not exceed the highest point of the building or mechanical screening. One illuminated logo sign will be installed on the front elevation as shown on the drawings. In addition, a painted wall mural will be placed on the north elevation. Exposed neon letters will be placed on the interior of the lobby window glazing. Allowable square footage is calculated and compared to actual footage on the east entry elevation. Signage may be placed on all sides of the building.

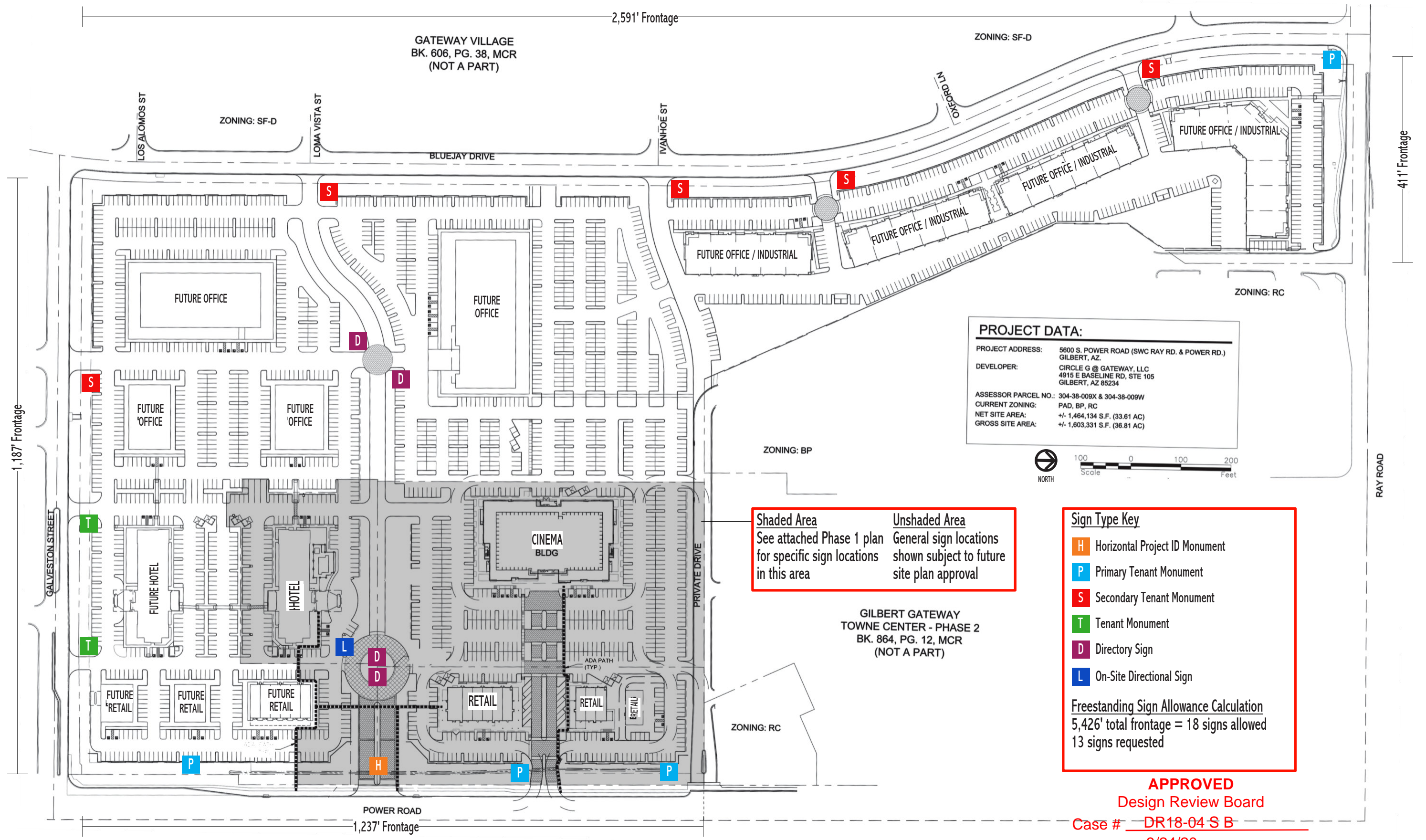
**Office / Hotel Signage** - Each tenant may install one building mounted wall sign per elevation adjacent to their space. These signs may be on the first or second floor for office buildings or on the first and top floor for a multi-story hotel. Tenants will be allowed to use their standard logo and lettering branding. All signage will be internally illuminated individual pan channels with acrylic faces or reverse pan channels with halo illumination.

**Office / Industrial** - Each of these future single story buildings will have allowable square footage based on the lineal frontage of the tenant main entry elevation x 1.5 + 25%.

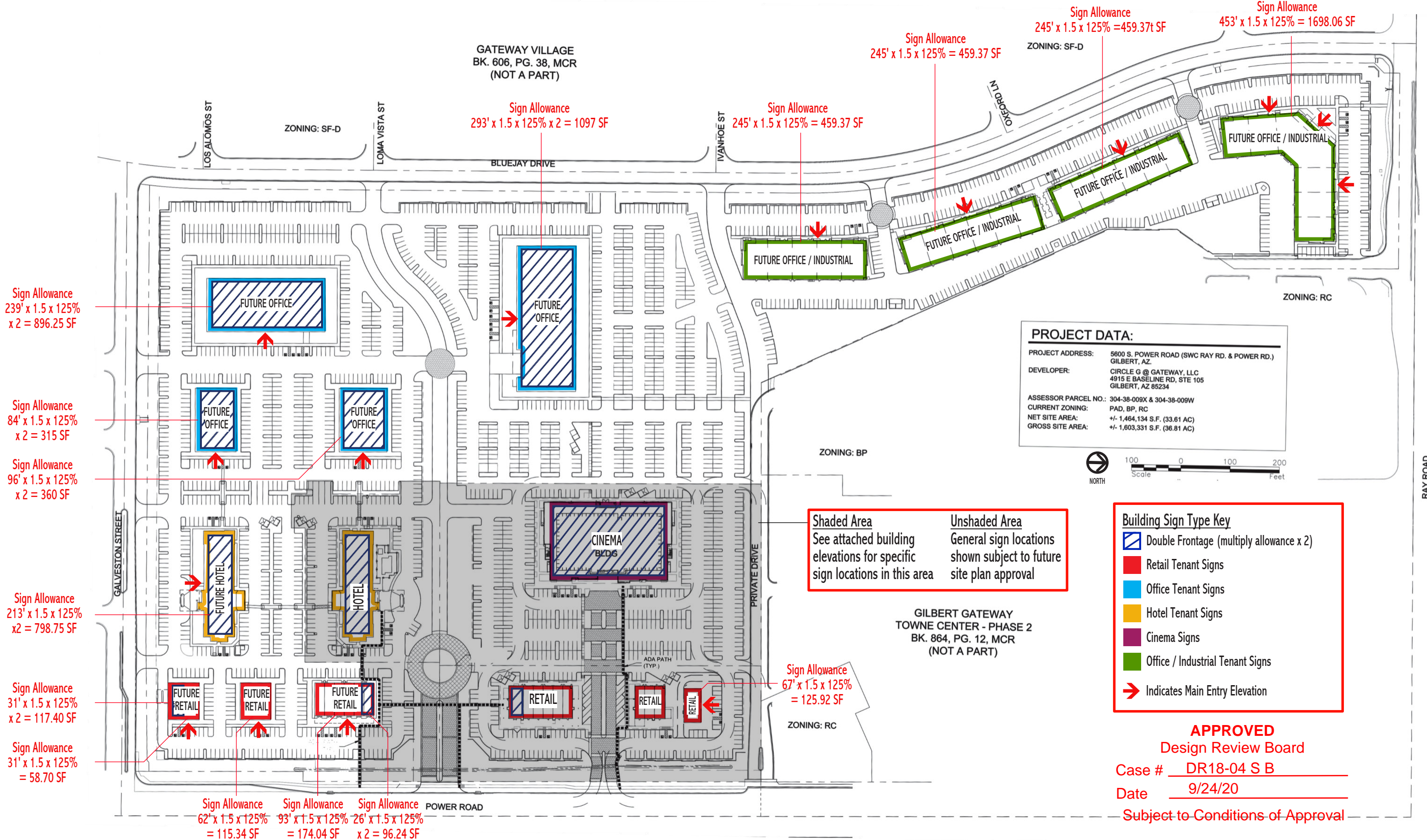
General Requirements

No wall sign shall exceed 80% of its vertical or horizontal background area and shall not cover architectural features. Sign area may be up to 80% of the background area.

Each tenant will be required to submit their designs to the Project Owner for approval prior to submitting the required drawings to the Town of Gilbert for permits.







# BUILDING MOUNTED TENANT SIGN LOCATION PLAN

2018.02.19  
 Scale: NTS

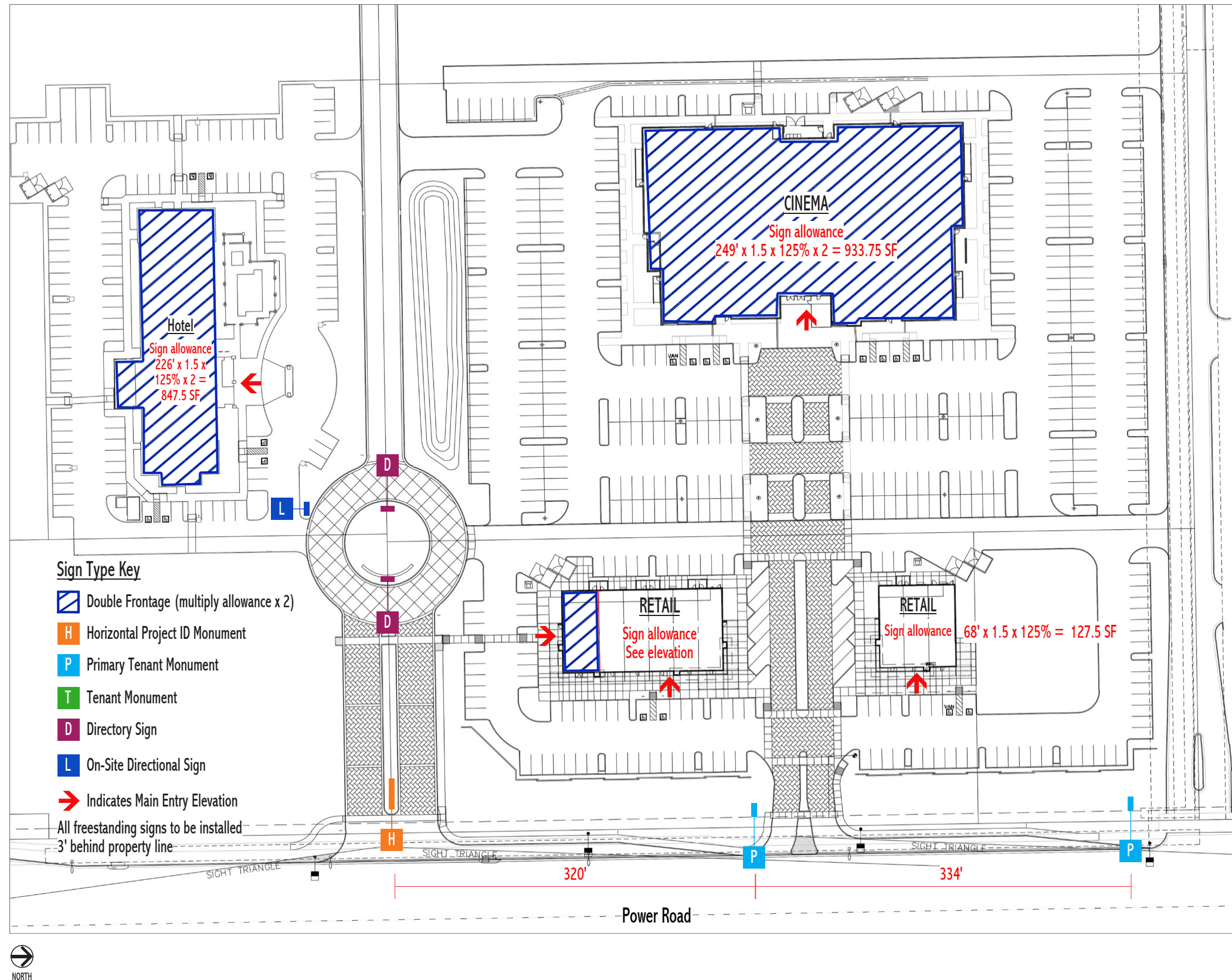
CIRCLE G GATEWAY CENTER

SVGN  
 LANGUAGE

CIRCLE DEVELOPMENT

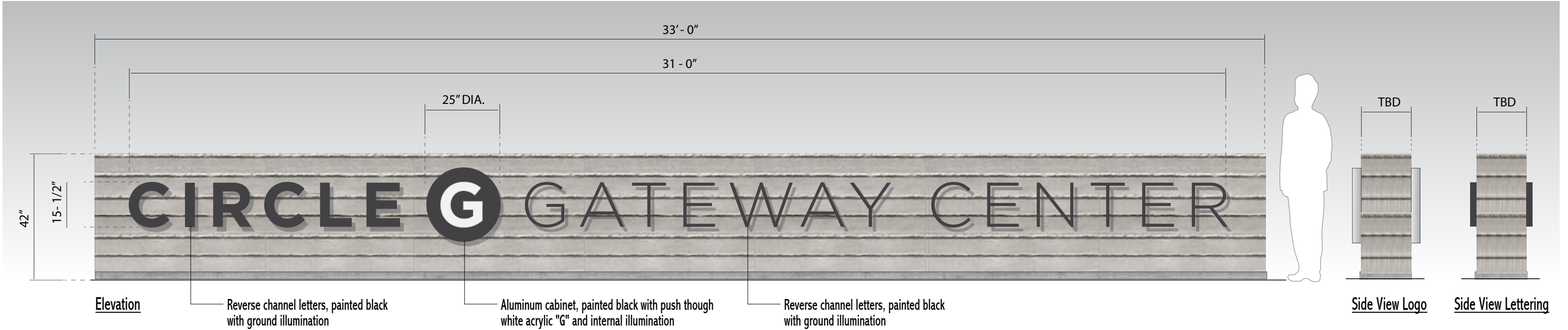
LGE  
 DESIGN BUILD





**APPROVED**  
 Design Review Board  
 Case # DR18-04 S B  
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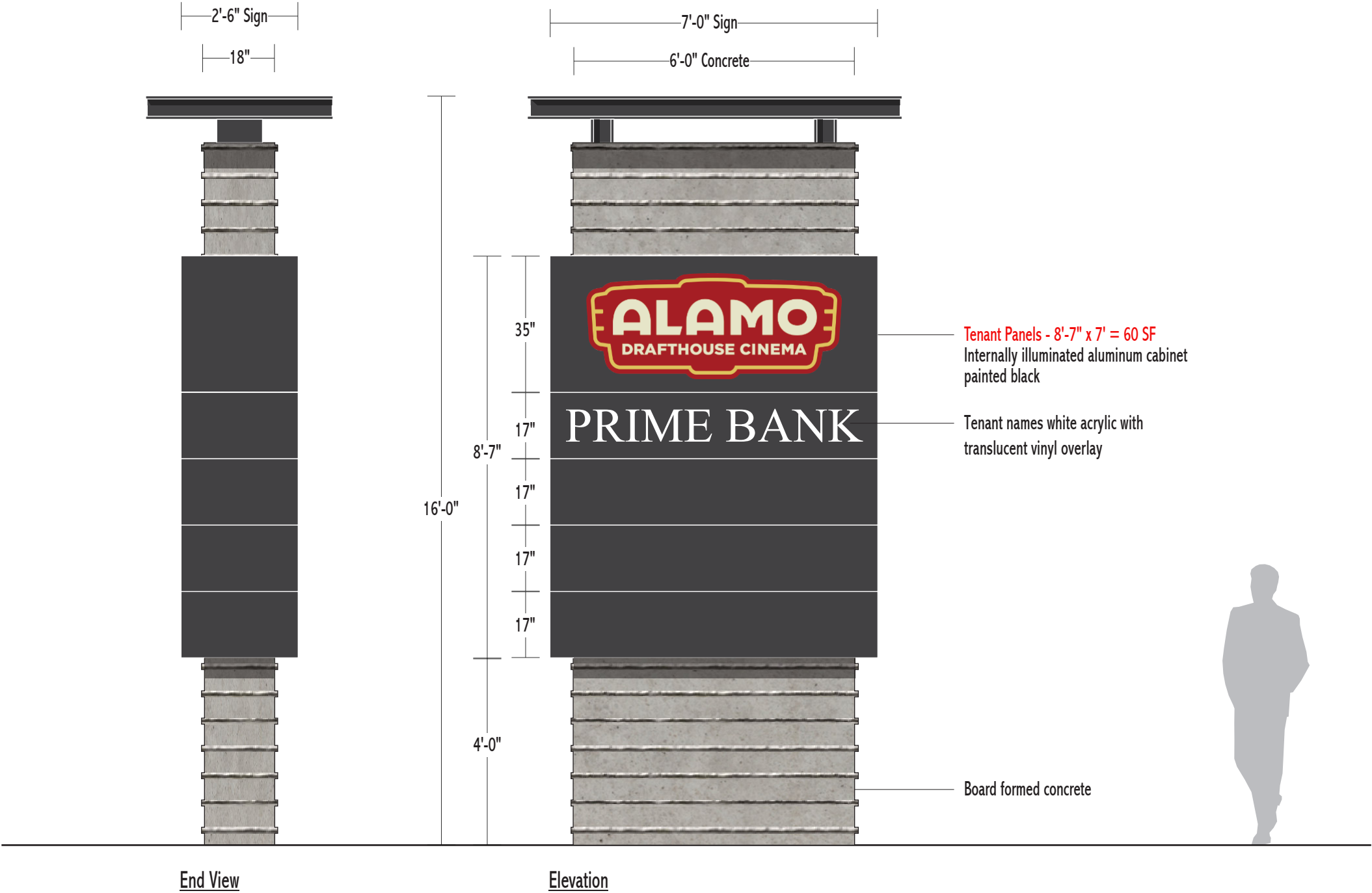




SIGN DATA		
Height	18' allowed	3'-6" actual
Area	60 SF allowed	40 SF actual
Quantity	1 double sided	
Copy	Project Name and Logo	
Illumination	Internal and ground lit	
Min. Spacing	100'	



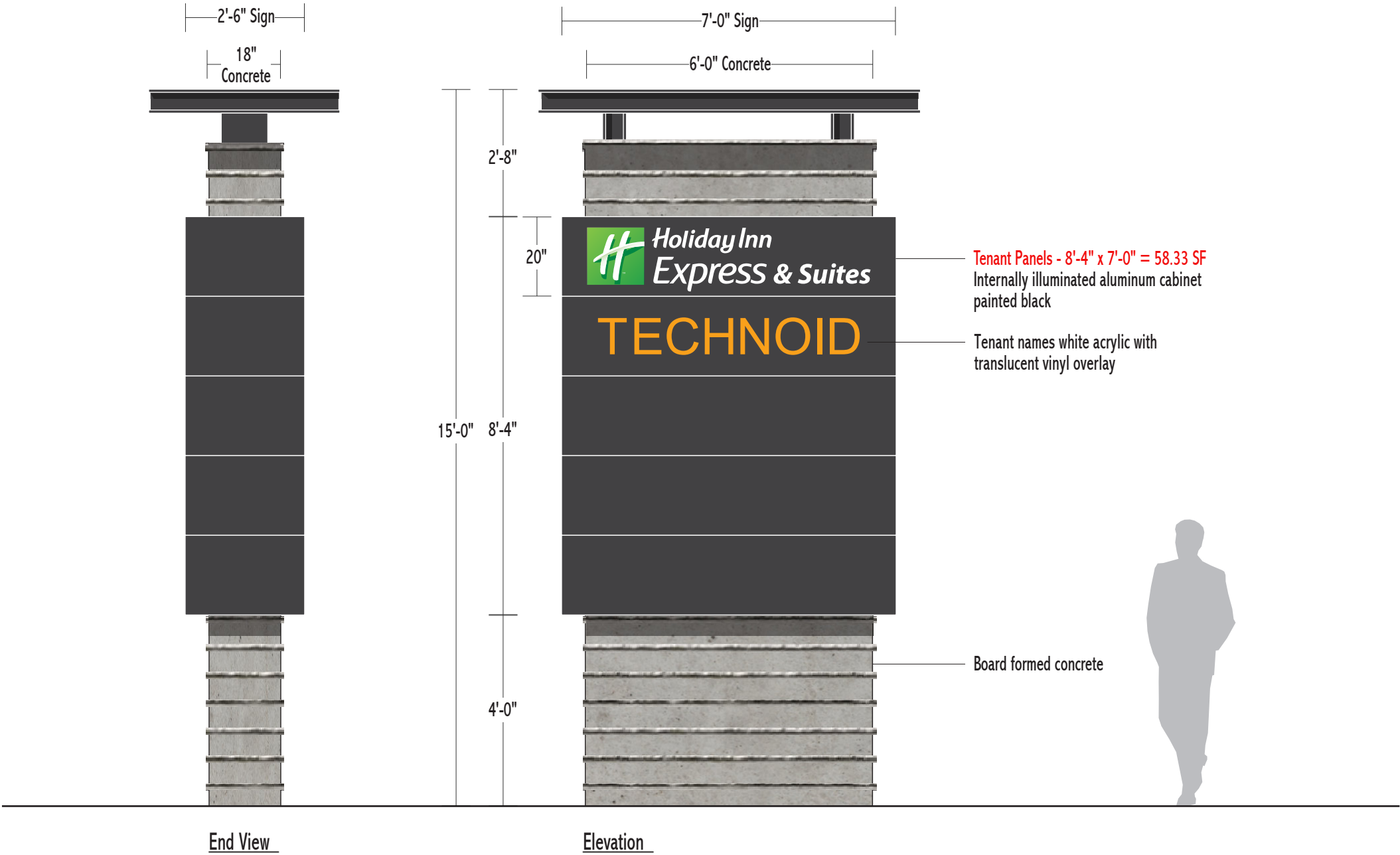
SIGN DATA		
Height	18' allowed	16' actual
Area	60 SF allowed	60 SF actual
Quantity	4	
Copy	Tenant Name and Logo	
Illumination	Internal and Ground	
Min. Spacing	100'	



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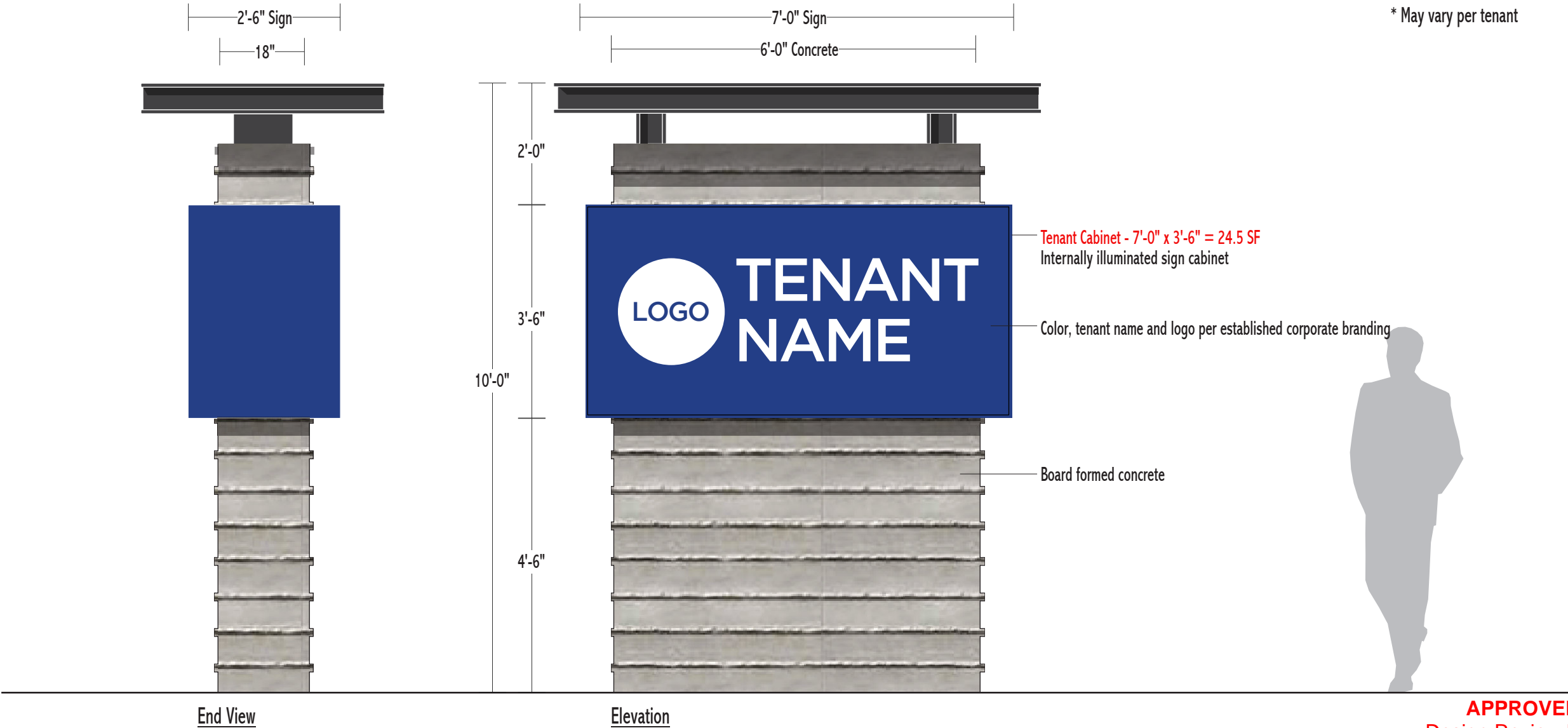
SIGN DATA		
Height	18' allowed	15' actual
Area	60 SF allowed	58.55 SF actual
Quantity	5	
Copy	Tenant Name and Logo	
Illumination	Internal and Ground	
Min. Spacing	100'	



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SIGN DATA		
Height	18' allowed	10' actual
Area	60 SF allowed	24.5 SF actual *
Quantity	2 per tenant	
Copy	Tenant Name and Logo	
Illumination	Internal and Ground	
Min. Spacing	100'	

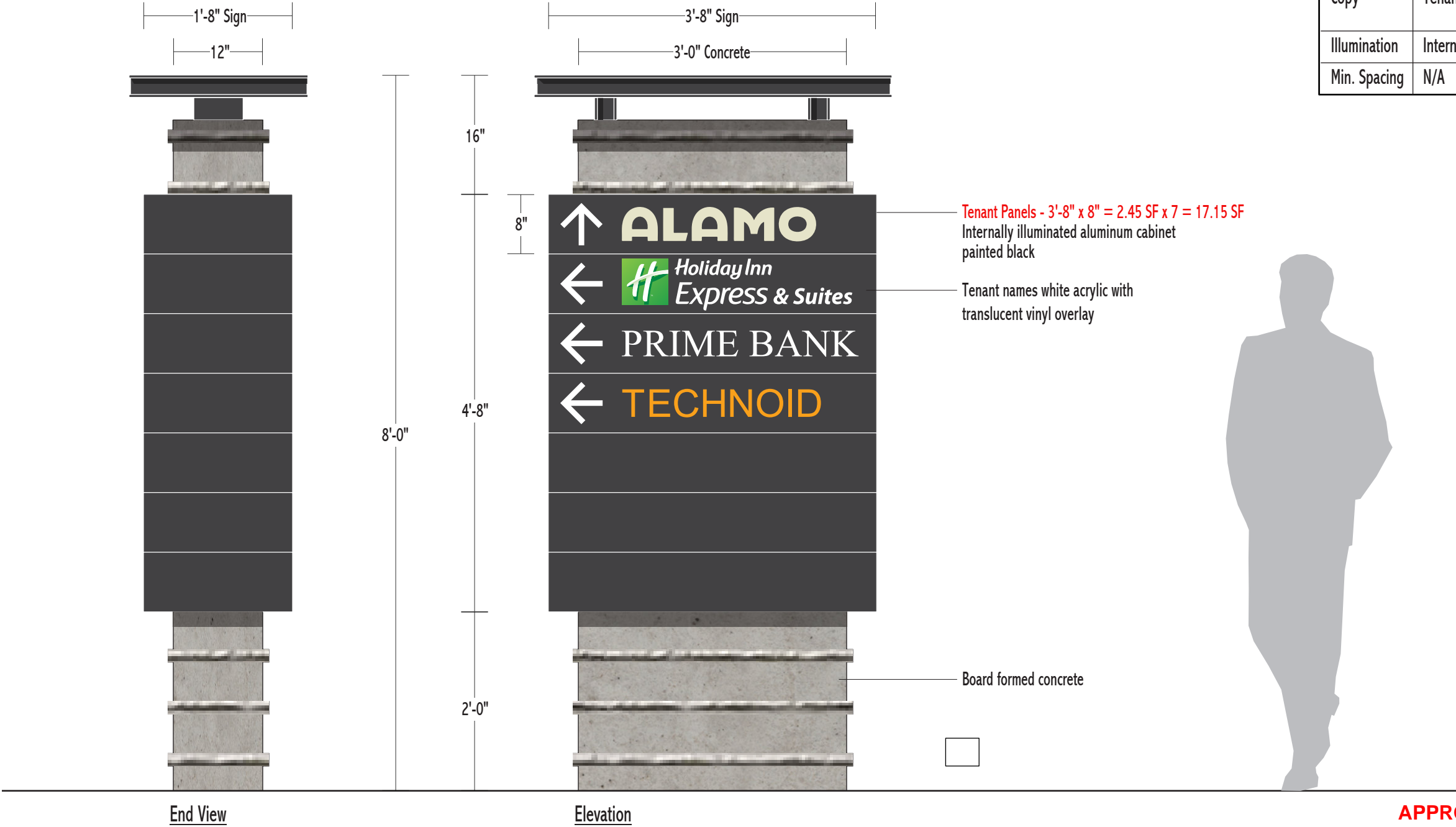
\* May vary per tenant



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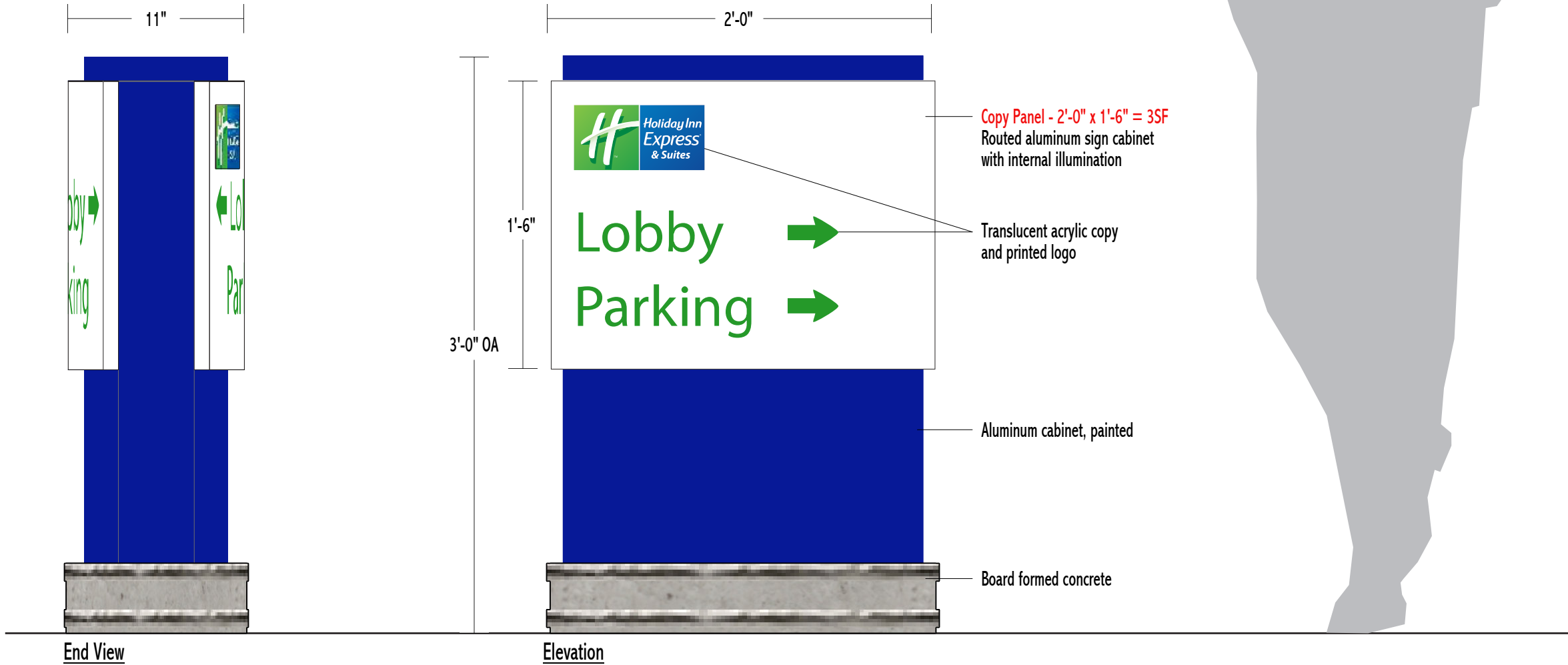


SIGN DATA		
Height	8' allowed	8' actual
Area	40 SF allowed	17.15 SF actual
Quantity	As needed	
Copy	Tenant Names & Arrows	
Illumination	Internal and Ground	
Min. Spacing	N/A	



**APPROVED**  
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SIGN DATA		
Height	3' allowed	3' actual
Area	3 SF allowed	3 SF actual
Quantity	As needed	
Copy	Tenant Name and logo Wayfinding information and arrows	
Illumination	Internal	
Min. Spacing	N/A	



**APPROVED**  
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Character Illustration

**APPROVED**

Design Review Board

Case # DR18-04 S B

Date 9/24/20

Subject to Conditions of Approval

RETAIL BUILDING TENANT SIGNAGE - FRONT ELEVATION

2018.02.19  
Scale: NTS

**CIRCLE G** GATEWAY CENTER

**S V G N**  
LANGUAGE

**CIRCLE G** DEVELOPMENT

**LGE**  
DESIGN BUILD





Multi-level projecting wall sign with exposed neon



Dimensional letters with halo illumination



Theater marquee sign with multiple types of illumination

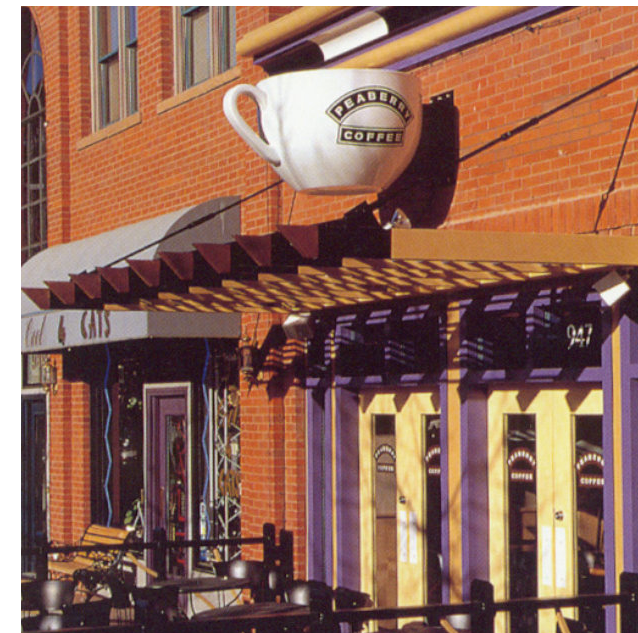


Illuminated dimensional letters mounted on canopy

Photos are examples only



Multi-level dimensional logo with exposed neon  
Projecting Wall Sign



3D Fabrication Projecting Wall Sign

**APPROVED**

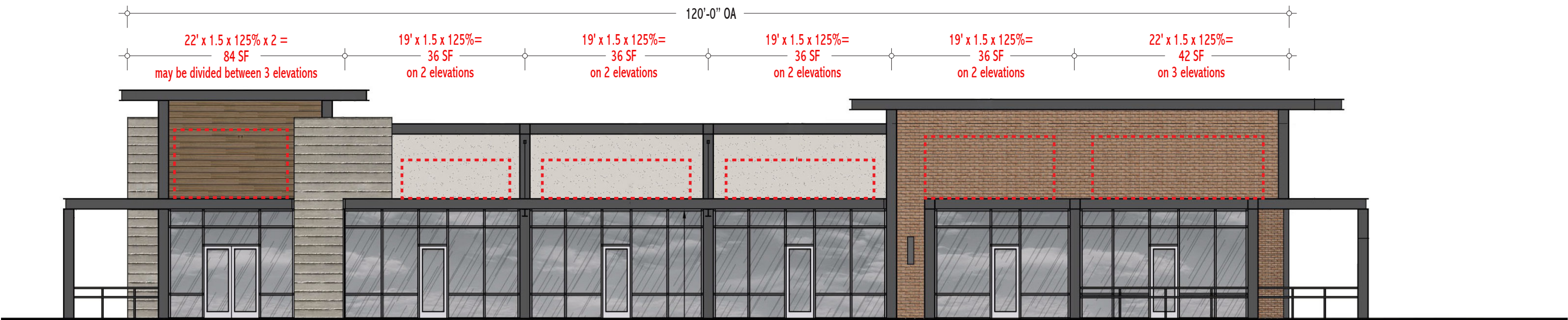
Design Review Board

Case # DR18-04 S B

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### East Elevation

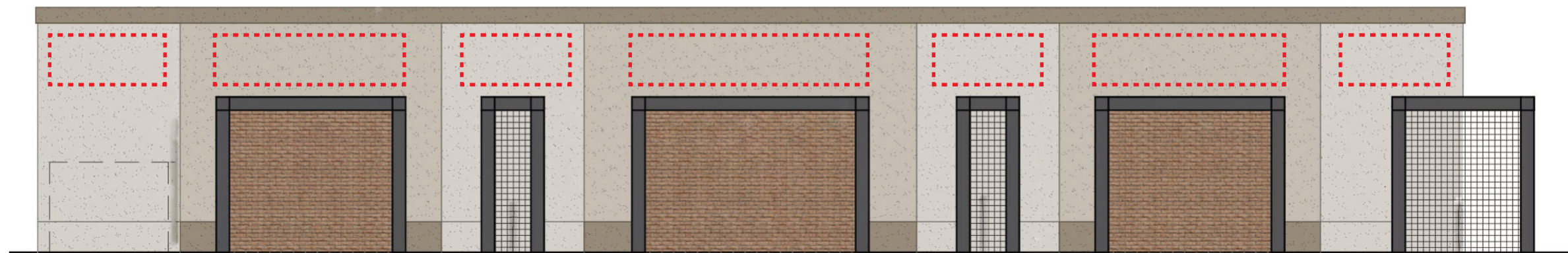
Dotted lines represent envelopes allowed for sign placement.

They may be on building fascia, on canopy structure or as projecting wall signs.

Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

Formula for allowable sign area: lineal footage x 1.5 x 125%

SIGN DATA	
Quantity	Up to 4 For Single Tenant Building
Min. Area	32 SF
Max. Area	Varies per lineal footage
Copy	Tenant Name, Logo and Identifiers
Illumination	Internal Front Halo and/or Neon



### West Elevation

Dotted lines represent envelopes allowed for sign placement on building fascia.

Allowable Square Footage will be subtracted from overall allowance.

**APPROVED**  
Design Review Board

Case # DR18-04 S B

Date 9/24/20

Subject to Conditions of Approval

## RETAIL SIGNAGE - ALLOWABLE LOCATIONS

2018.02.19  
Scale: 3/32" = 1'-0"

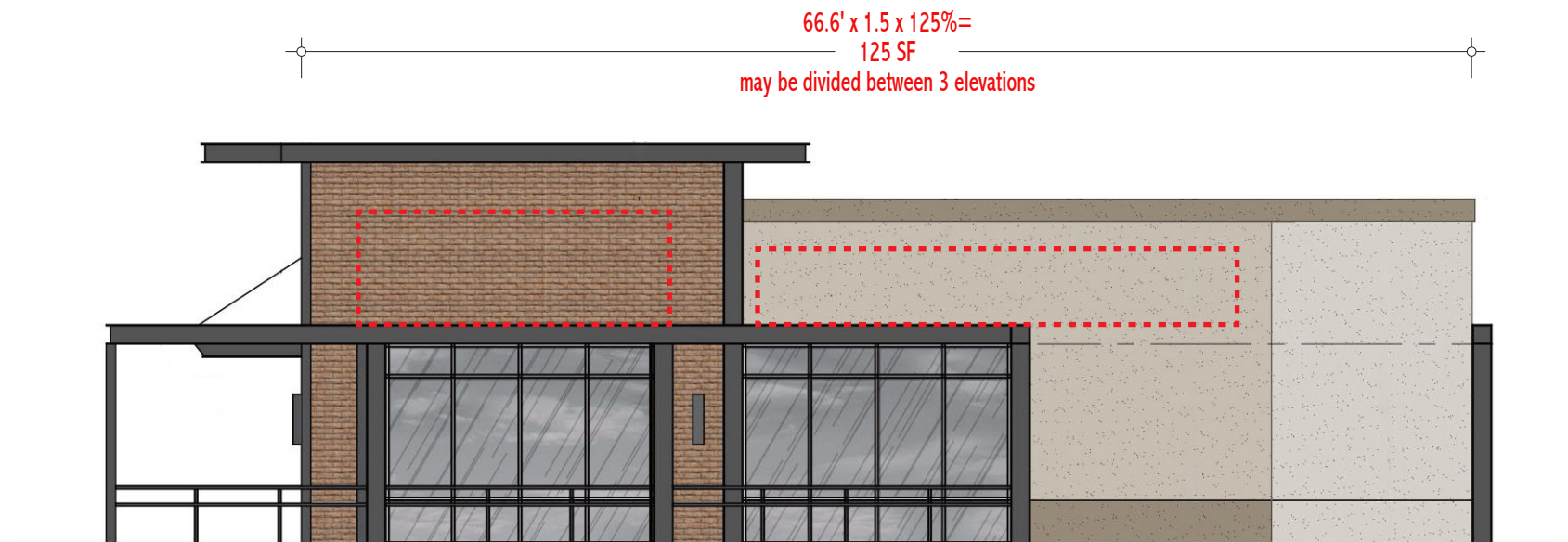
CIRCLE  GATEWAY CENTER

  
LANGUAGE

CIRCLE  DEVELOPMENT

**LGE**  
DESIGN BUILD





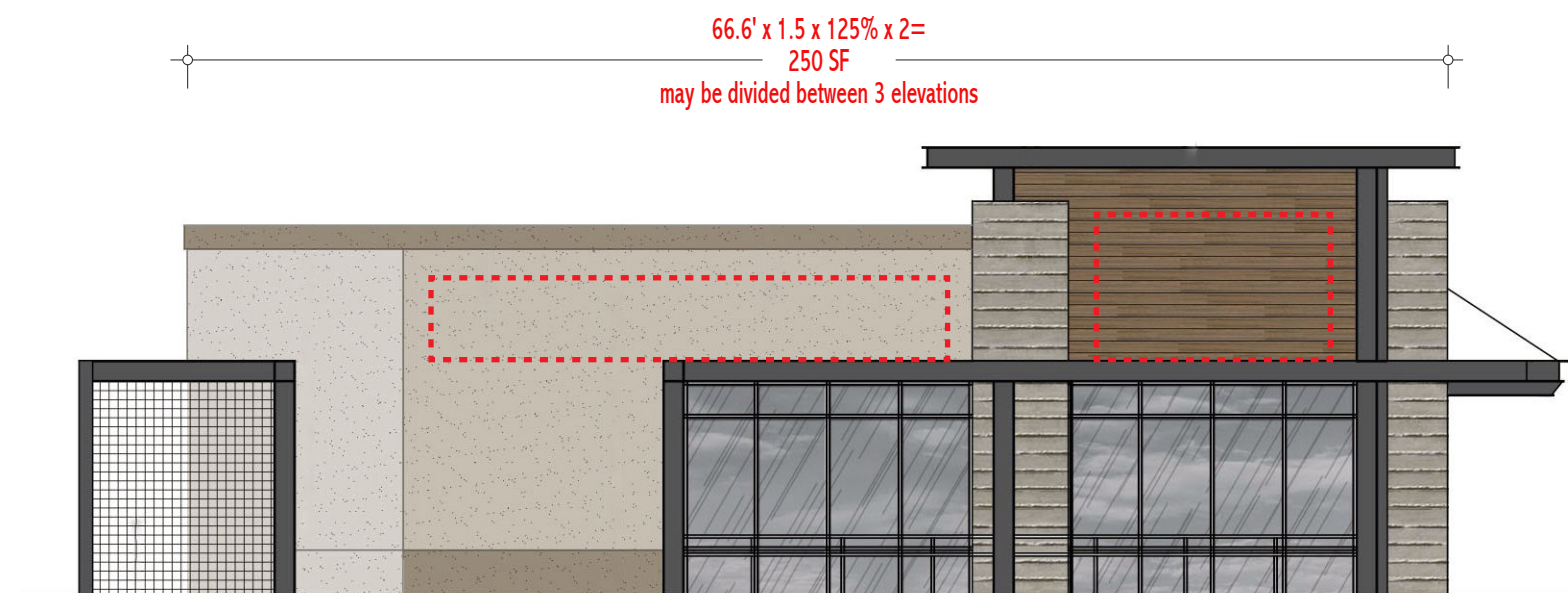
**North Elevation**

Dotted lines represent envelopes allowed for sign placement.

They may be on building fascia, on canopy structure or as projecting wall signs.

Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

Formula for allowable sign area: lineal footage x 1.5 x 125% if this is entry elevation.



**South Elevation**

Dotted lines represent envelopes allowed for sign placement.

They may be on building fascia, on canopy structure or as projecting wall signs.

Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

Formula for allowable sign area: lineal footage x 1.5 x 125% x 2 if this is entry elevation.

SIGN DATA	
Quantity	Up to 4 For Single Tenant Building
Min. Area	32 SF
Max. Area	Varies per lineal footage
Copy	Tenant Name, Logo and Identifiers
Illumination	Internal Front Halo and/or Neon

**APPROVED**

Design Review Board

Case # DR18-04 S B

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Subject to Conditions of Approval





Character Illustration

**APPROVED**  
 Design Review Board  
 Case # DR18-04 S B  
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Multi-level projecting wall sign with exposed neon



Cabinet sign with dimensional letters and internal illumination



Projecting wall sign with multiple types of illumination



Illuminated marquee

Photos are examples only



Illuminated marquee



Multi-level dimensional logo with exposed neon projecting wall sign and marquee

**APPROVED**

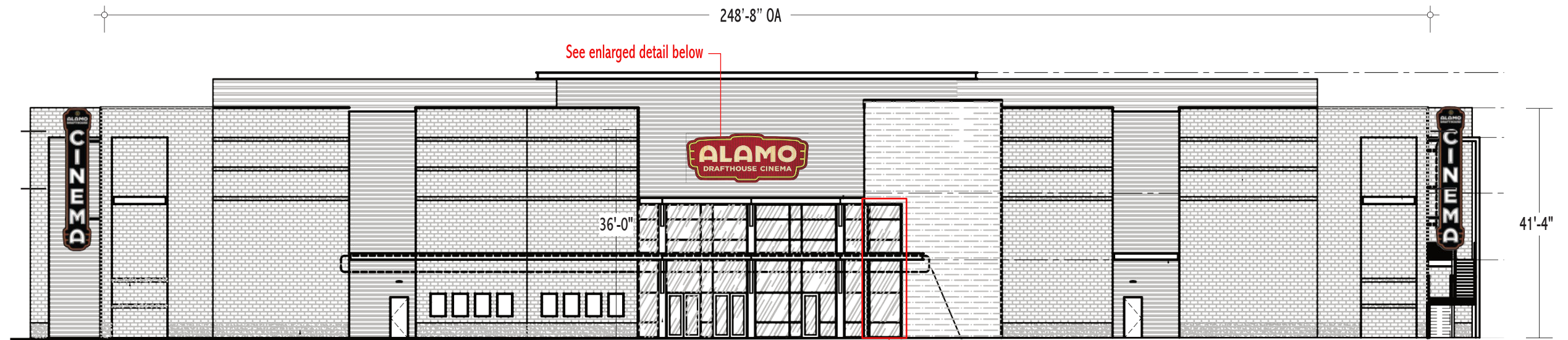
Design Review Board

Case # DR18-04 S B

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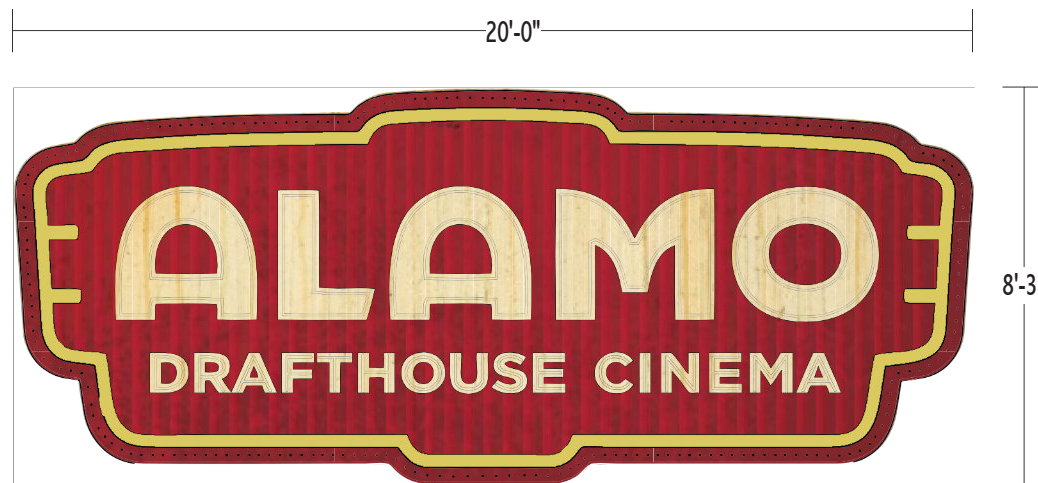
Subject to Conditions of Approval





East Elevation - Main Entry  
Scale: 3/64" = 1'-0"

Sign Allowance:  $249' \times 1.5 \times 125\% \times 2 = 933.75$  SF allowed - 728 SF actual



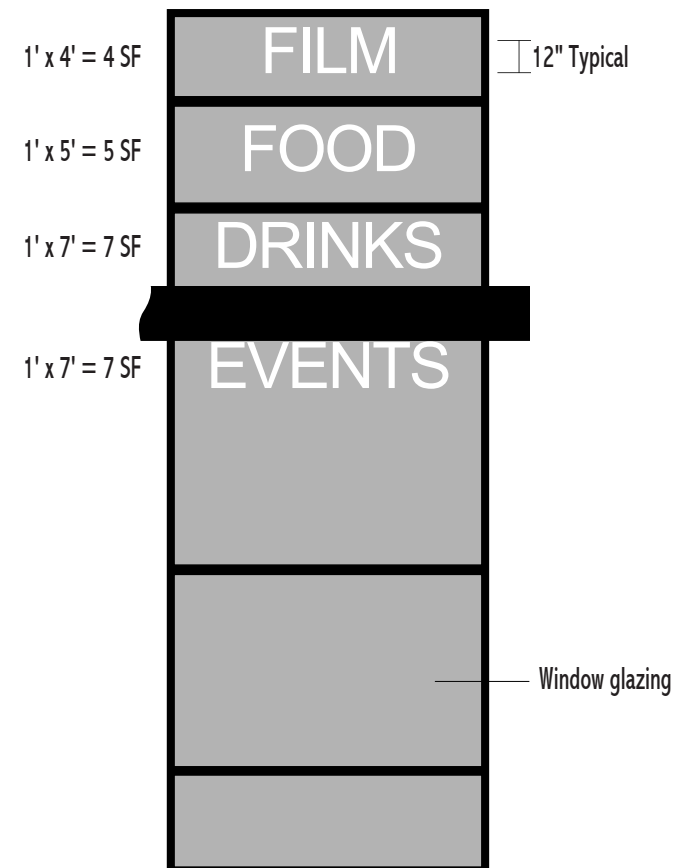
Enlarged Horizontal Cabinet Sign

Scale: 1/4" = 1'-0"

Quantity: 1

Fabricated metal cabinet with exposed neon lettering and halo illuminated perimeter channel  
(No light bulbs on signage)

Sign Area: 165 SF



Exposed Neon Display Inside Lobby

Scale: 3/16" = 1'-0"

Total Area: 23 SF

Mounted to wall 24" from exterior glass



Exposed Neon Display in Window - Photo Illustration

Scale: NTS

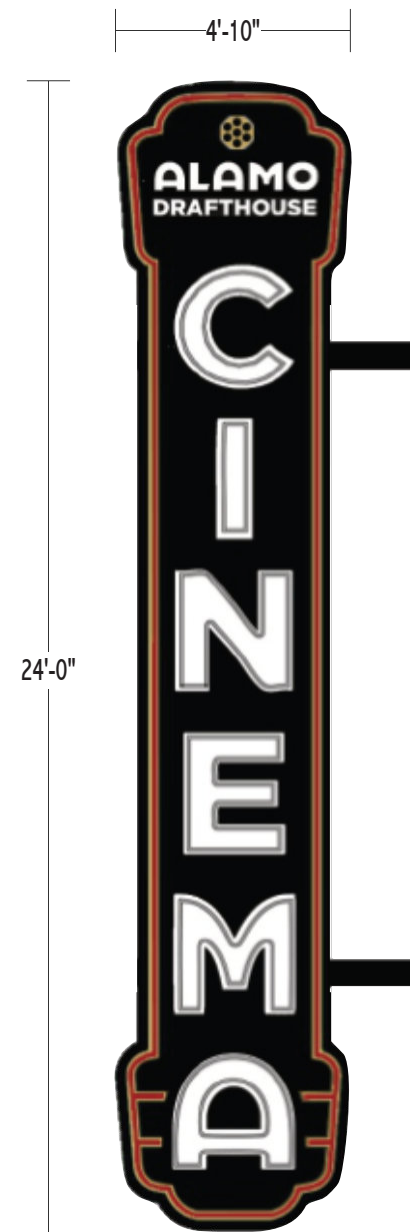
**APPROVED**

Design Review Board

Case # DR18-04 S B

Date 9/24/20

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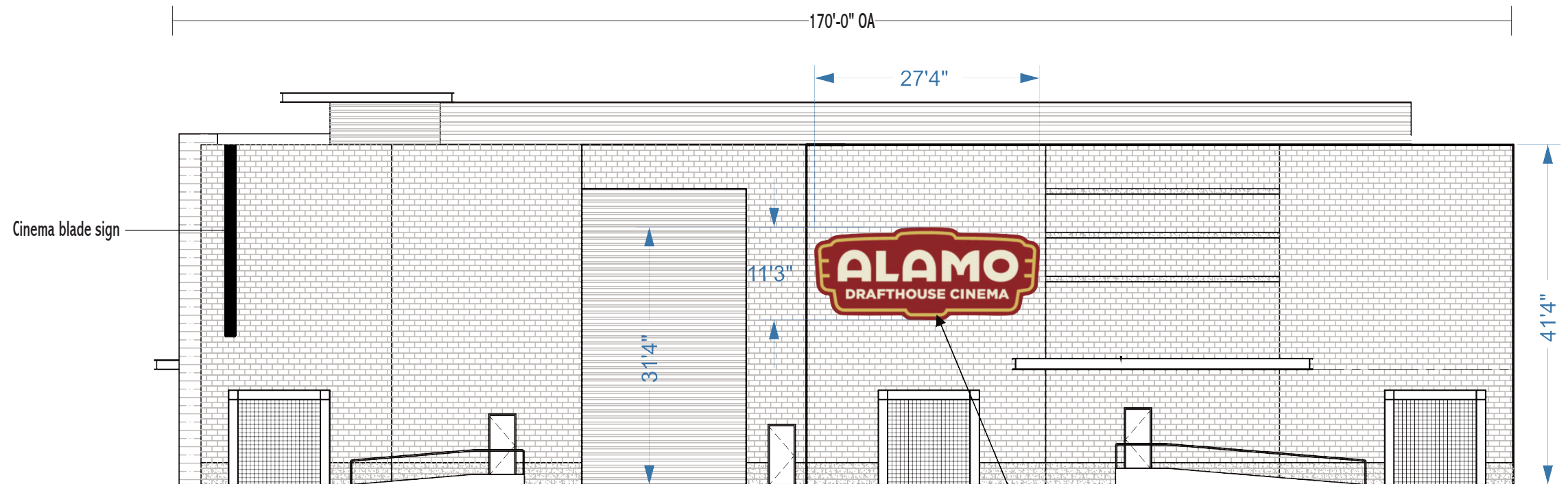
**Cinema Blade Projecting Sign**

Scale: 1/4" = 1'-0"

Quantity: 2

Fabricated double sided metal cabinet with exposed neon and internal illumination

Area per sign: 116 SF



**North Elevation**

Scale: 1/16" = 1'-0"

Painted Mural - For Size Only, Design May Change  
Sign Area: 308 SF

**APPROVED**  
Design Review Board

Case # DR18-04 S B

Date 9/24/20

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Dimensional logo and lettering with internal front illumination



Dimensional logo and lettering with internal front illumination



Dimensional logo and lettering with internal front illumination



Illuminated dimensional letters mounted on canopy

Photos are examples only



Dimensional logo and lettering with internal front illumination



Dimensional logo and lettering with halo illumination

**APPROVED**  
Design Review Board  
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East Elevation

**SIGN C - STACKED LINEAR LAYOUT WITH MONOGRAM XLS-SLM-6**



**Sign A Dimensions**

Scale: NTS

Sign Area: 84 SF



**Sign C Dimensions**

Scale: NTS

Sign Area: 95 SF

**Notes:**

Logo - Cabinet with printed graphics on translucent white acrylic internally illuminated

Lettering - Individual channels with translucent acrylic faces internally illuminated



North Elevation - Main Entry

**SIGN A - LINEAR LAYOUT WITH MONOGRAM XLS-LM-4**

**Sign Allowance: 226' x 1.5 x 125% x 2 = 847.5 SF Allowed - 358 SF Actual**

**APPROVED**

Design Review Board

Case # DR18-04 S B

Date 9/24/20

Subject to Conditions of Approval

**HOTEL BUILDING SIGNAGE - PROPOSED LOCATIONS**

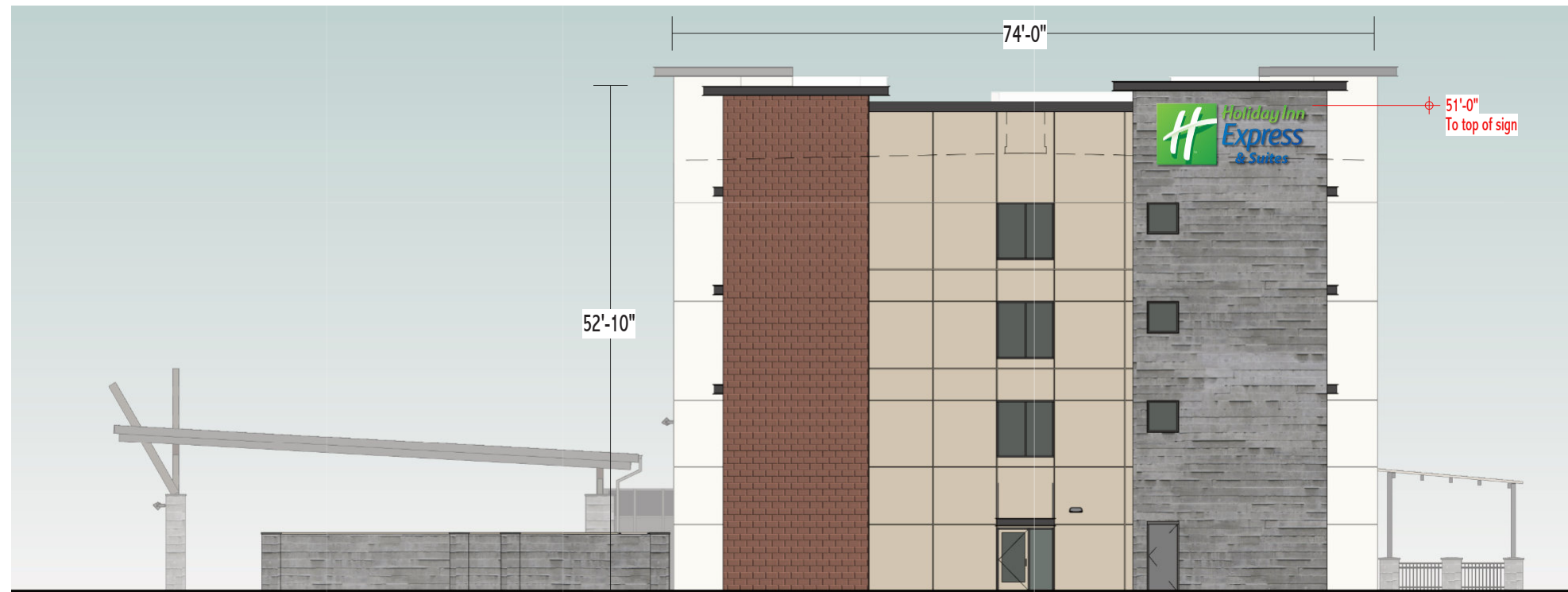
2018.02.19  
Scale: 1/16" = 1'-0"

**CIRCLE G GATEWAY CENTER**

**SVGN**  
LANGUAGE

**CIRCLE G DEVELOPMENT**

**LGE**  
DESIGN BUILD



West Elevation

**SIGN D - STACKED LINEAR LAYOUT WITH MONOGRAM XLS-SLM-6**



**Sign B Dimensions**

Scale: NTS

Sign Area: 84 SF



**Sign D Dimensions**

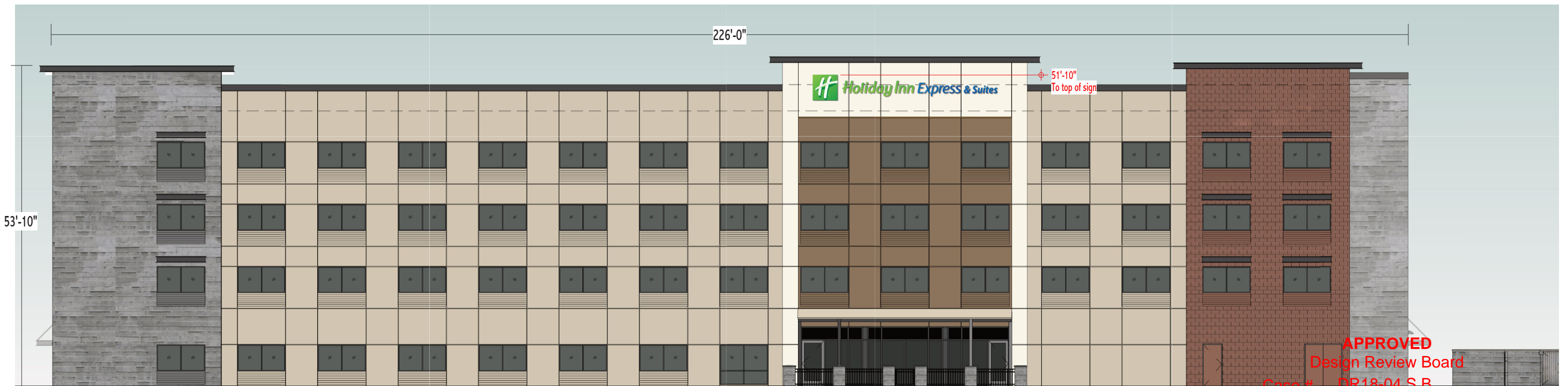
Scale: NTS

Sign Area: 95 SF

**Notes:**

Logo - Cabinet with printed graphics on translucent white acrylic internally illuminated

Lettering - Individual channels with translucent acrylic faces internally illuminated



South Elevation

**SIGN B - LINEAR LAYOUT WITH MONOGRAM XLS-LM-4**

**APPROVED**

Design Review Board

Case # DR18-04 S B

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Subject to Conditions of Approval

**HOTEL BUILDING SIGNAGE - PROPOSED LOCATIONS**

2018.02.19  
Scale: 1/16" = 1'-0"

**CIRCLE G GATEWAY CENTER**

**SVGN**  
LANGUAGE

**CIRCLE DEVELOPMENT**

**LGE**  
DESIGN BUILD

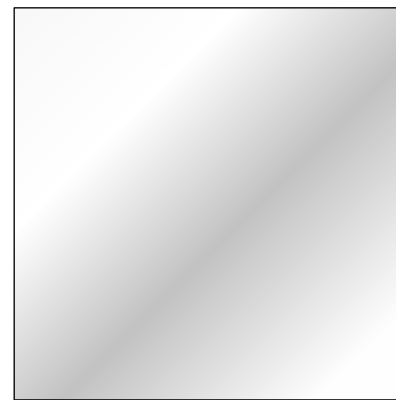




① Painted Aluminum  
Matthews MP 18082  
"Brightray Silver Metallic"



② Painted Aluminum  
Dunn Edwards DE 6370  
"Charcoal Smudge"



③ Translucent White Acrylic



④ Board Form Concrete



Typical Freestanding Sign Colors

**APPROVED**

Design Review Board

Case # DR18-04 S B

Date 9/24/20

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## NOTICE OF ADMINISTRATIVE DECISION

February 20, 2019

Greg Davis  
IPlan Consulting  
3317 S. Higley Rd.  
Gilbert, AZ 85297  
Email: greg@iplanconsulting.com  
Phone: 480-227-9850

RE: Administrative Design Review to modify the Circle G Gateway Center Master Sign Plan at Power Rd and Ray Roads - **DR18-04-S (DR19-09)**.

Dear Mr. Davis:

Staff has reviewed and **approved** your Administrative Design Review **DR18-04-S (DR19-09)**, for approval of the proposed modifications to the Master Sign Plan for the Circle G Gateway Center office/retail development located on Power Rd., south of Ray Road. The site is zoned Regional Commercial (RC) and Business Park (BP) with a Planned Area Development (PAD).

A general summary of the proposed modifications to the Circle G Gateway Center Master Sign Plan are listed below:

- Replacement of internal lighting on the **Horizontal Project ID Monument** sign with ground mounted up-lighting
- Remove the "Circle G Gateway Center" letters and logo from the **Primary Project ID Monument** and replace with tenant sign panel. Allowable sign area for the monument sign is unaffected.
- Changed "Primary Project ID Monument" sign designation to read "Primary Tenant Monument" throughout the document.
- Update monument sign illustration on the "Color Board" sheet to reflect the changes made to the Primary Tenant Monument sign.

Staff has **approved** your request with the following conditions:

1. Construction shall conform to the exhibits submitted for this request, consisting of the following sheets: Site Plans, Sign Details and Elevations, Color Board, and Sign Criteria/Project Narrative. All exhibits are stamped administratively approved February 20, 2019.



If you have any questions regarding these findings, please contact me at (480) 503-6589.

Sincerely,

A handwritten signature in black ink that reads "Joshua Rogers". The script is cursive and fluid, with the first name "Joshua" and last name "Rogers" clearly legible.

Josh Rogers  
Planner II  
Town of Gilbert



# Circle G Gateway Center

## Master Sign Plan Minor Administrative Amendment Narrative

This narrative accompanies a request by Circle G to make a minor amendment to an approved Master Sign Plan for the approximately 60-acre property located on the west side of Power Road between Galveston Street to the south and Ray Road to the north wrapping around the west side of the Super Walmart shopping center. The property currently under construction, has a General Plan land use classification of BP (Business Park) and RC (Regional Commercial) with accompanying zoning. The site has seen recent approvals for an Alamo Cinema, a Holiday Inn Express hotel, and approximately 13,000 square feet of retail space. Future retail, office, employment, and industrial development is envisioned for the rest of the property.

Signage is a critical component to the success of every end user and as such, Circle G recognized the need to design a cohesive and comprehensive signage plan to ensure the signage is maximized, but also consistent throughout the entire site. The Master Sign Plan (DR180-04S) accomplished Circle G's goals through the use of a primary design theme for all of the street side signage including the primary and secondary monuments, as well as the tertiary monuments and interior directional signage. In this case, the design theme plays off of the design of the retail buildings at the northeast corner of the site which were approved with board-form concrete, and I-beam metal accents. The use of board-form is carried throughout all of the ground mounted signage and several of the buildings producing a consistent and modern look and feel. To help identify the overall site, a unique monument sign proposed in the center of the main project entry off of Power Road. This "Circle G Gateway Center" sign is approximately four-feet tall and thirty-three feet long making it very prominent and visible along Power Road. The base sign is, again, board-form concrete, with pin mounted metal letters identifying the site as a "center", meaning it is not just retail, not just hospitality, not just employment, but a mix of all those land uses.

This Minor Amendment to the Master Sign Plan is to accommodate two changes:

- **Modify the Horizontal Project ID Monument (page 6 of the MSP document) by replacing the internal lighting of the letters with ground mounted up-lighting.**
- **Modify the Primary Project ID Monument (page 7 of the MSP document) by removing the "Circle G" text on the top of the sign and using that sign area as an additional tenant name panel.**

These minor changes address recently discovered construction related issues while preserving the integrity of the overall design. The two minor changes impact pages 6, 7, & 22 of the Master Sign Plan, the latter being the colors/materials sheet where the Primary Project ID Monument is shown again.

**APPROVED**  
**Administrative Design Review**

Project: DR19-09 (DR18-04-S)

Date: February 20, 2019





# CIRCLE GATEWAY CENTER

## Master Sign Plan Submittal

Formal Submittal February 19, 2018

Revised February 13, 2019

**APPROVED**

**Administrative Design Review**

Project: DR19-09 (DR18-04-S)

Date: February 20, 2019

**Subject to the Conditions of Approval**

PREPARED BY:   
LANGUAGE

PREPARED FOR: 



Introduction

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There are 2 categories of signage for Circle G: Freestanding Overall Project Signage and Building Mounted Individual Tenant Signage.

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**Retail Multi-Tenant Inline Building** - Signs may be building or canopy mounted. Allowable square footages are calculated and noted above each tenant bay for Phase 1 building.

**Retail Single Pad Tenant** - These locations along Power Road are meant for restaurant or bank type users with potential for drive thru operations. They will be allowed to use their standard logo and lettering branding on up to all 4 sides of their building. Drive-thrus would be allowed up to 2 illuminated menu signs per lane with specifications in keeping with Gilbert sign regulations.

**Cinema Signage** - The cinema will have 2 illuminated vertical projecting signs as shown on building elevations. Only one of these signs will be installed per elevation. The top of the projecting signs shall not exceed the highest point of the building or mechanical screening. One illuminated logo sign will be installed on the front elevation as shown on the drawings. In addition, a painted wall mural will be placed on the north elevation. Exposed neon letters will be placed on the interior of the lobby window glazing. Allowable square footage is calculated and compared to actual footage on the east entry elevation. Signage may be placed on all sides of the building.

**Office / Hotel Signage** - Each tenant may install one building mounted wall sign per elevation adjacent to their space. These signs may be on the first or second floor for office buildings or on the first and top floor for a multi-story hotel. Tenants will be allowed to use their standard logo and lettering branding. All signage will be internally illuminated individual pan channels with acrylic faces or reverse pan channels with halo illumination.

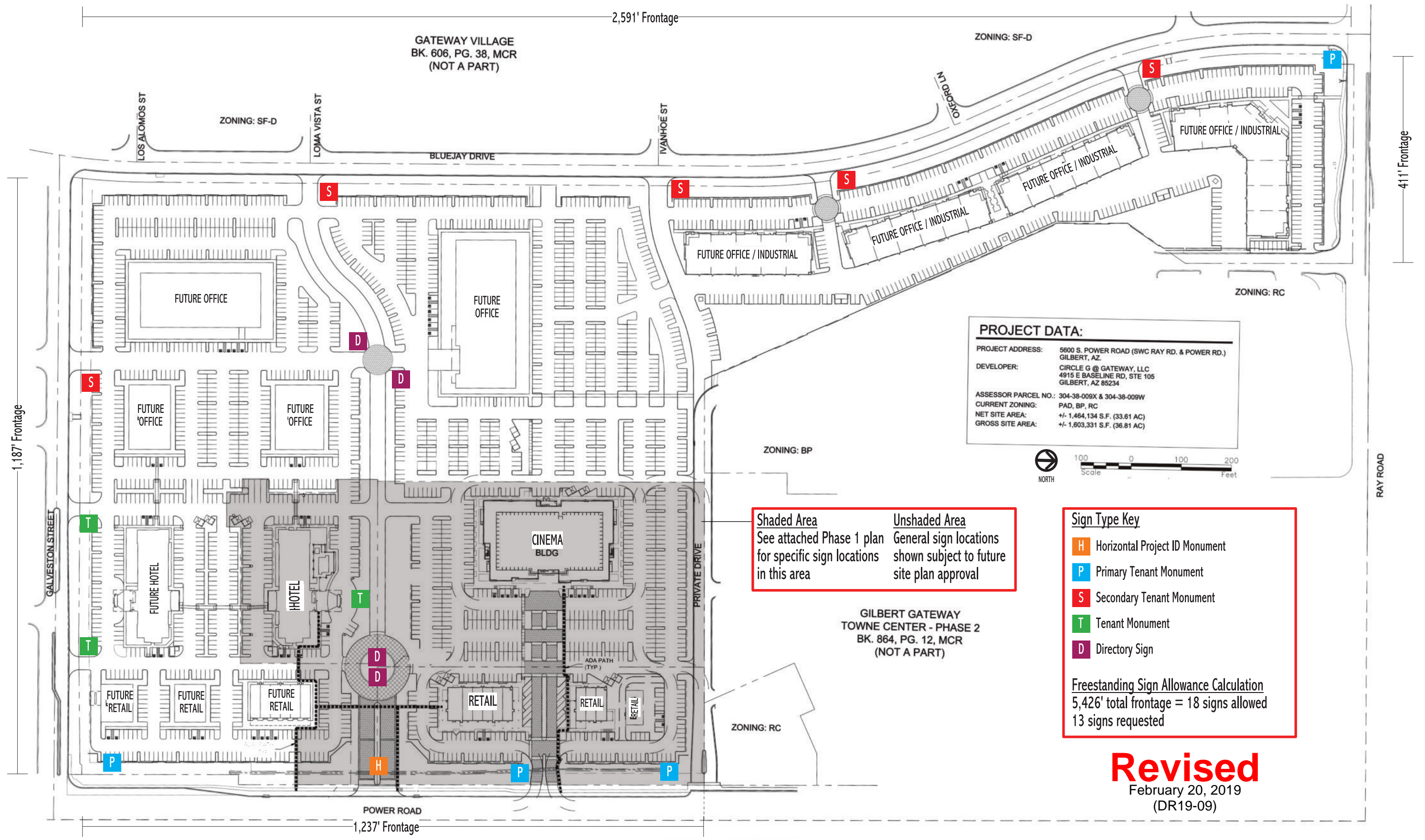
**Office / Industrial** - Each of these future single story buildings will have allowable square footage based on the lineal frontage of the tenant main entry elevation x 1.5 + 25%.

General Requirements

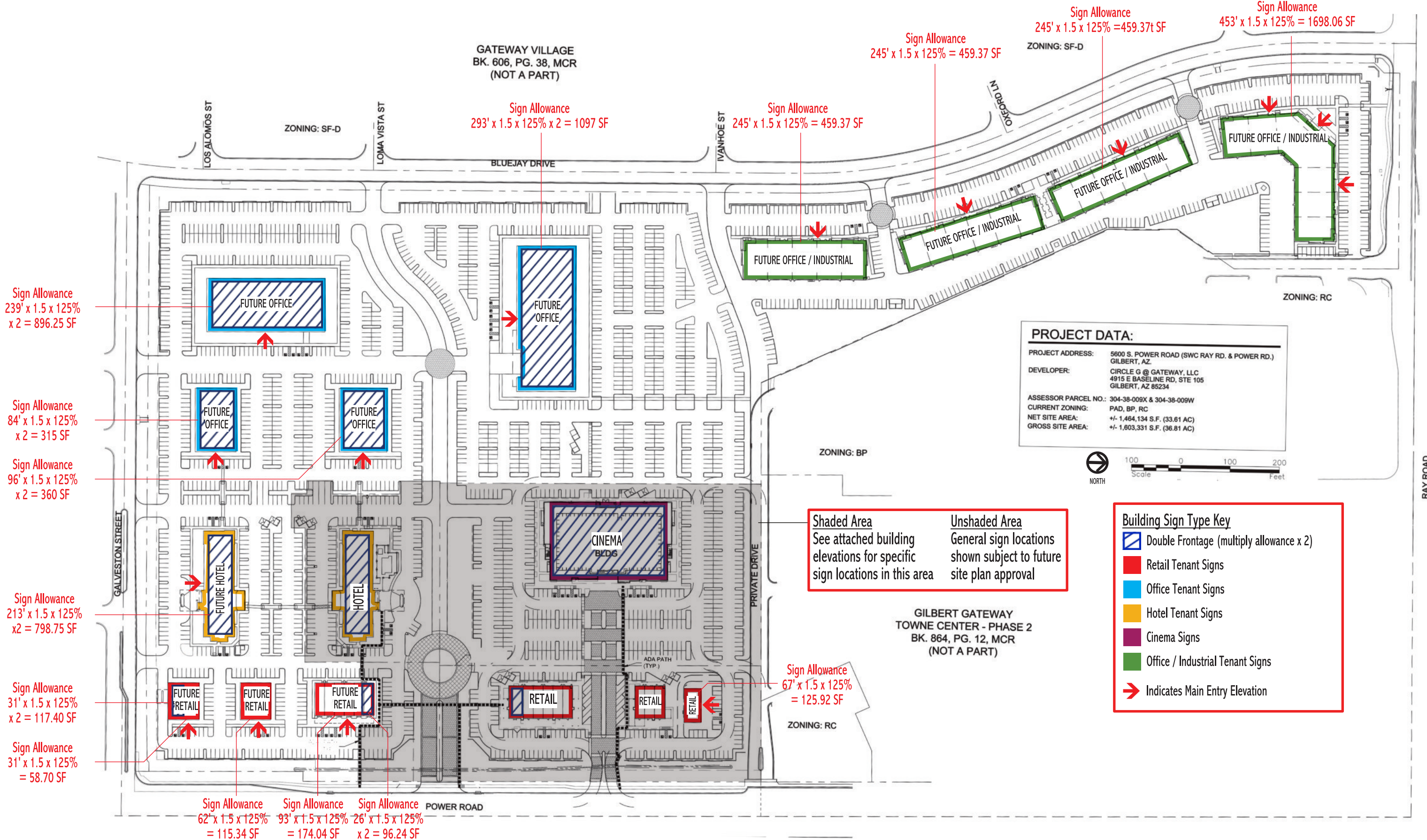
No wall sign shall exceed 80% of its vertical or horizontal background area and shall not cover architectural features. Sign area may be up to 80% of the background area.

Each tenant will be required to submit their designs to the Project Owner for approval prior to submitting the required drawings to the Town of Gilbert for permits.









# BUILDING MOUNTED TENANT SIGN LOCATION PLAN

2018.02.19  
Scale: NTS

CIRCLE G GATEWAY CENTER

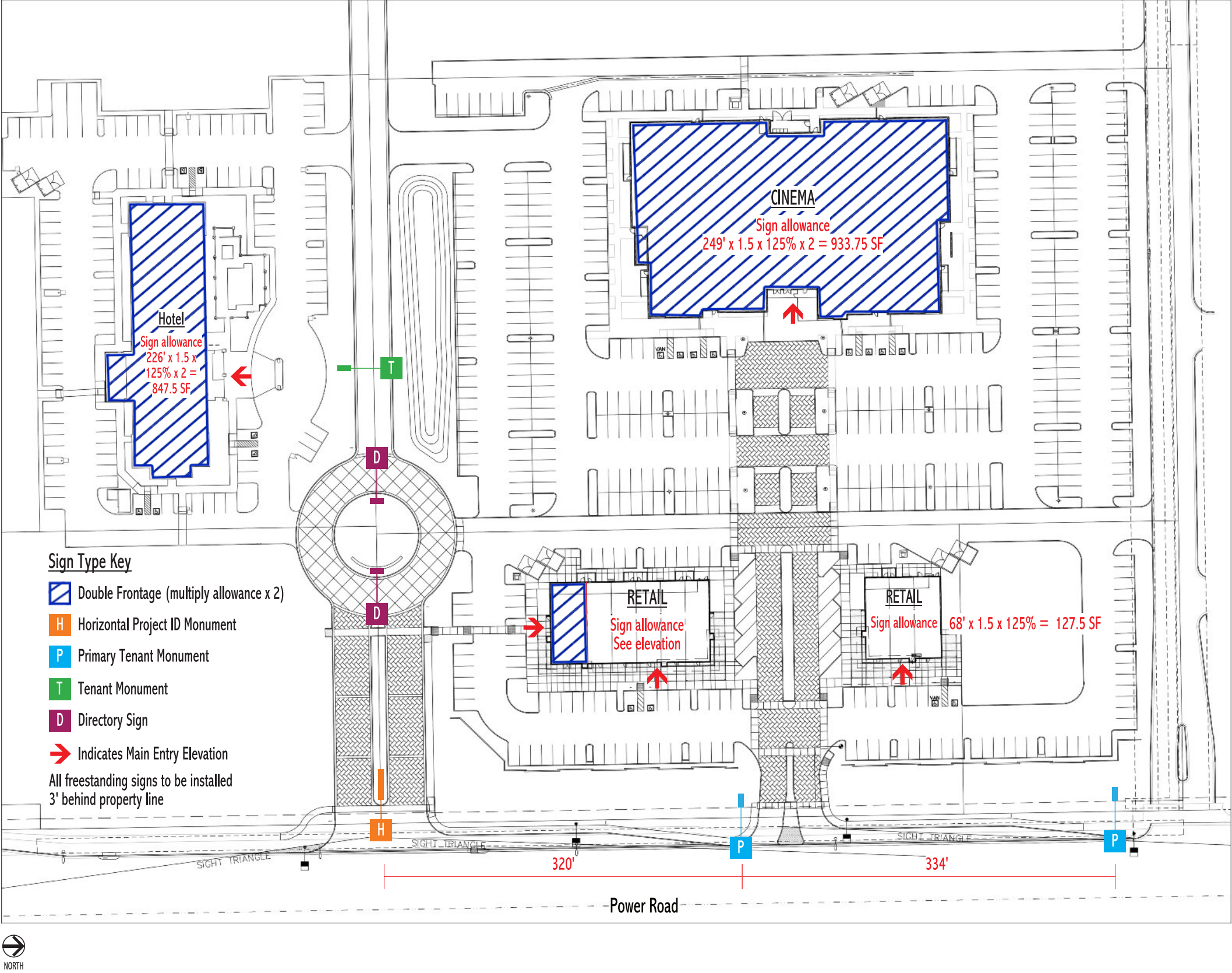
SVGN  
LANGUAGE

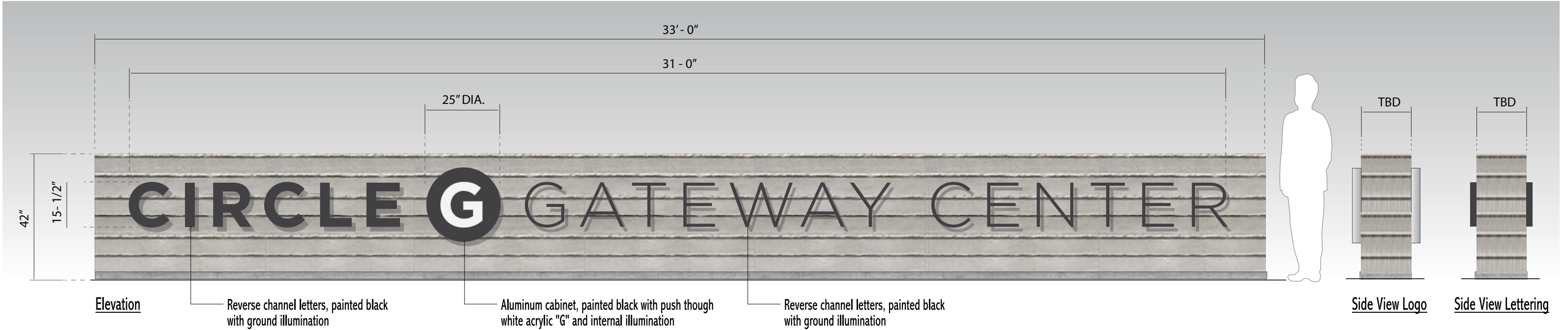
CIRCLE G DEVELOPMENT

LGE  
DESIGN BUILD



Revised  
February 20, 2019  
(DR19-09)





SIGN DATA		
Height	18' allowed	3'-6" actual
Area	60 SF allowed	40 SF actual
Quantity	1 double sided	
Copy	Project Name and Logo	
Illumination	Internal and ground lit	
Min. Spacing	100'	



Night Time View

Ground Illumination

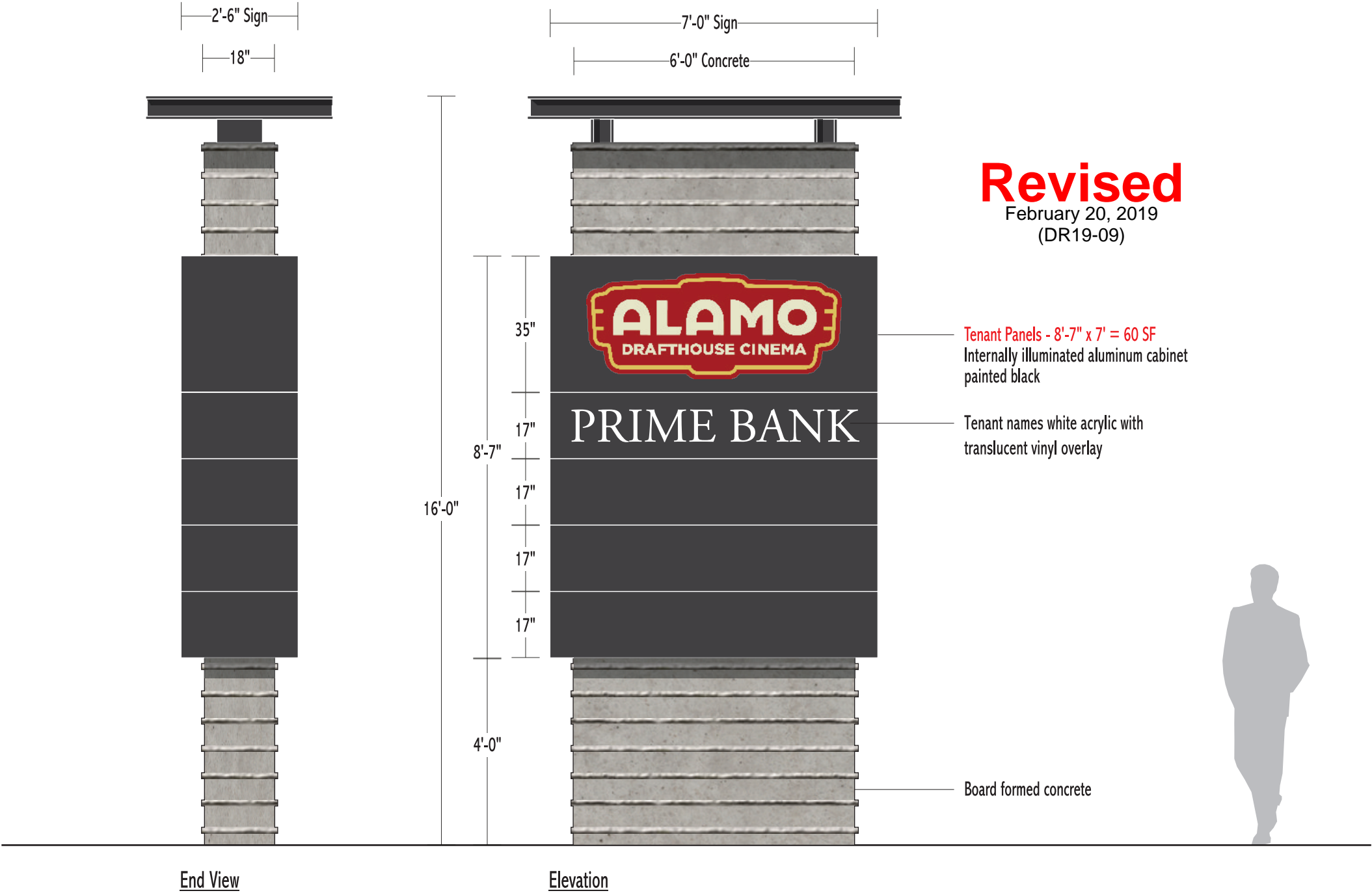
Internal Illumination

Ground Illumination

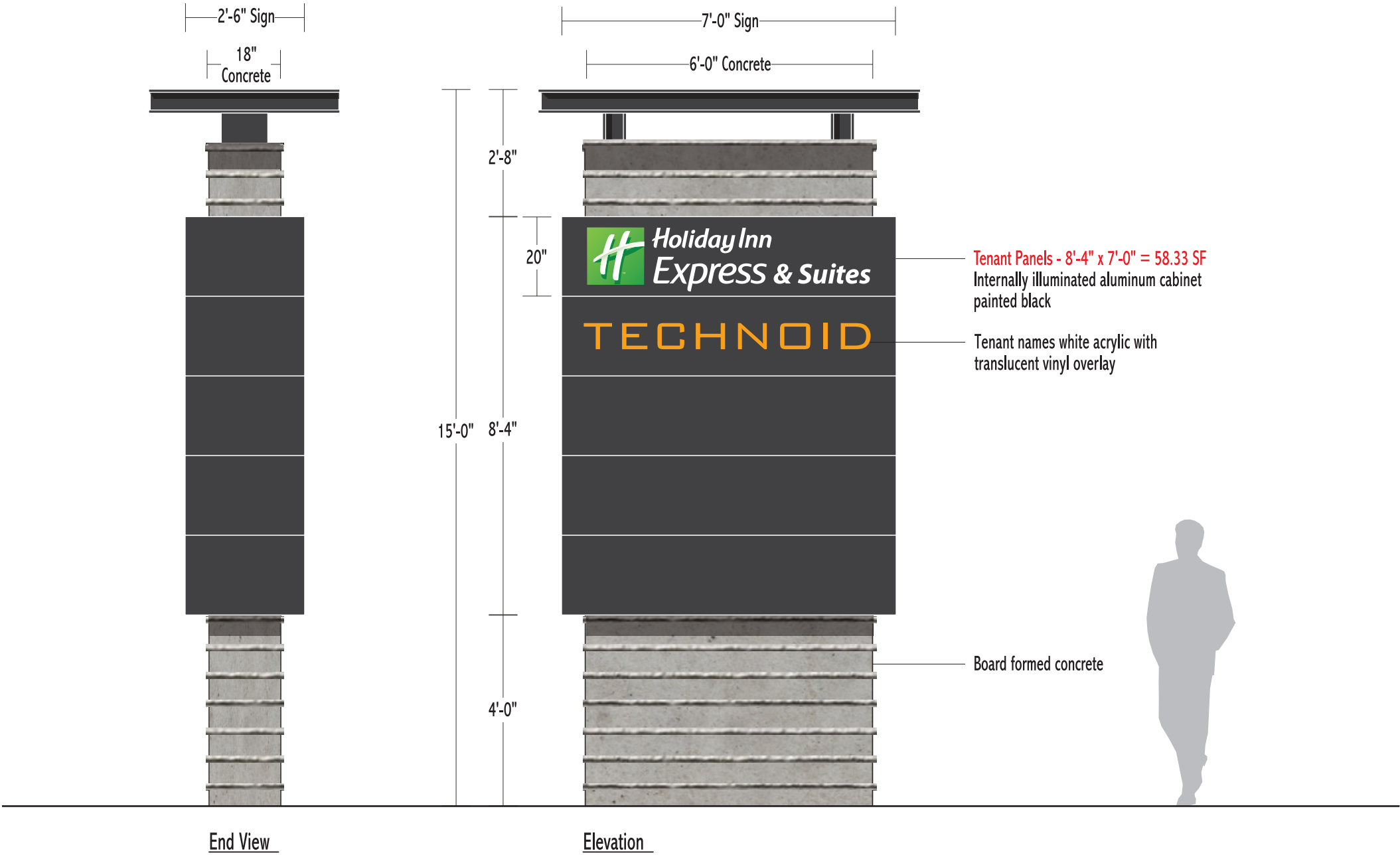
**Revised**  
February 20, 2019  
(DR19-09)



SIGN DATA		
Height	18' allowed	16' actual
Area	60 SF allowed	60 SF actual
Quantity	4	
Copy	Tenant Name and Logo	
Illumination	Internal and Ground	
Min. Spacing	100'	



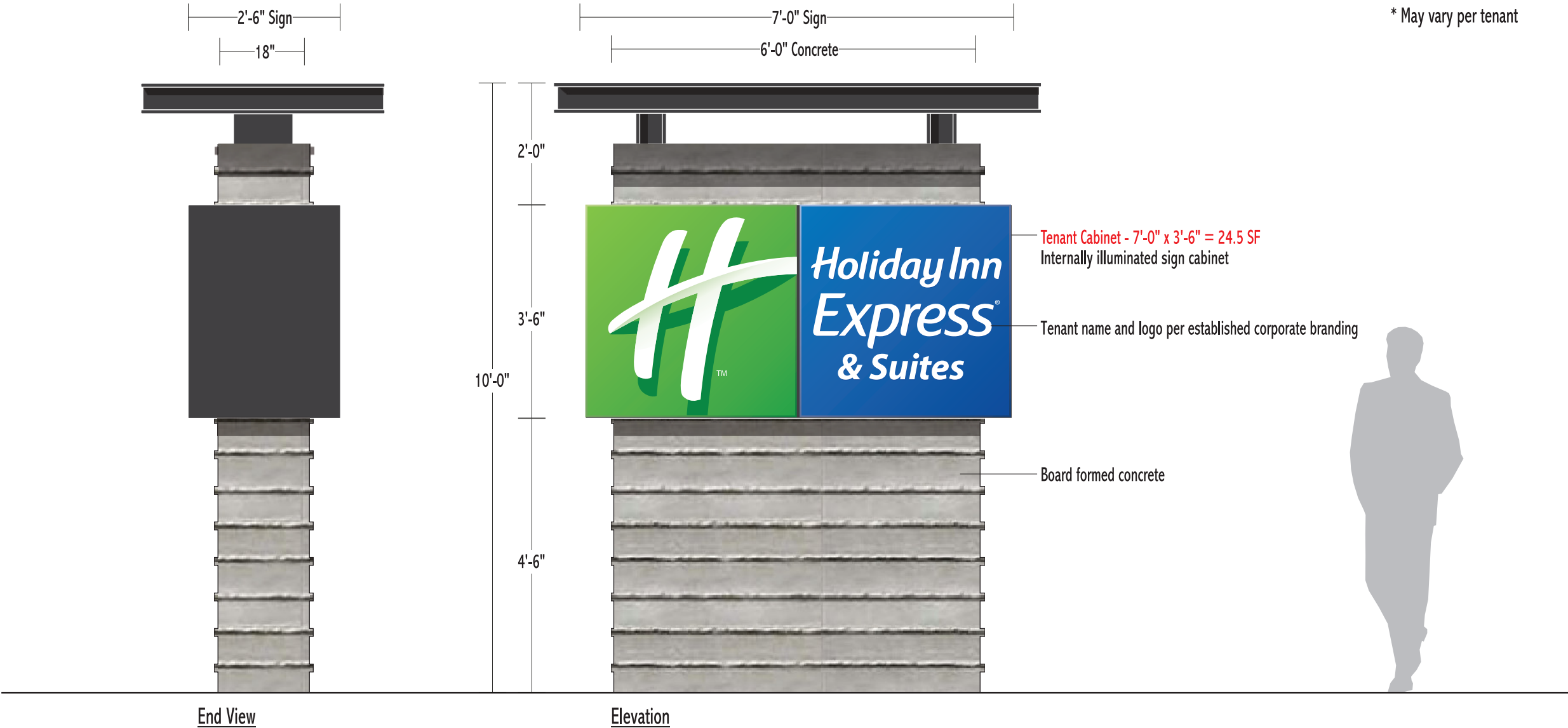
SIGN DATA		
Height	18' allowed	15' actual
Area	60 SF allowed	58.55 SF actual
Quantity	5	
Copy	Tenant Name and Logo	
Illumination	Internal and Ground	
Min. Spacing	100'	



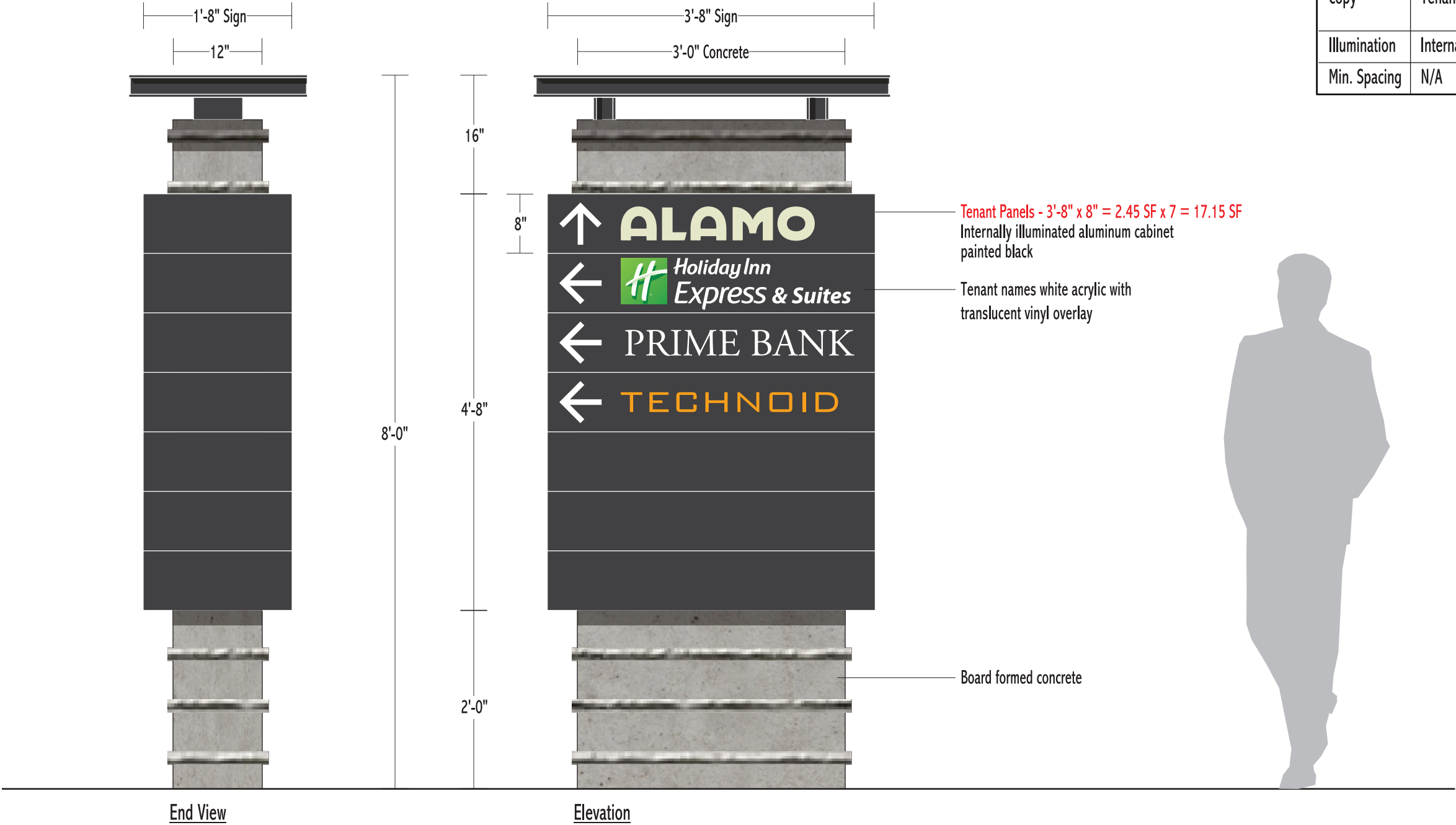


SIGN DATA		
Height	18' allowed	10' actual
Area	60 SF allowed	24.5 SF actual *
Quantity	2 per tenant	
Copy	Tenant Name and Logo	
Illumination	Internal and Ground	
Min. Spacing	100'	

\* May vary per tenant



SIGN DATA		
Height	8' allowed	8' actual
Area	40 SF allowed	17.15 SF actual
Quantity	As needed	
Copy	Tenant Names & Arrows	
Illumination	Internal and Ground	
Min. Spacing	N/A	







Character Illustration





Multi-level projecting wall sign with exposed neon



Dimensional letters with halo illumination



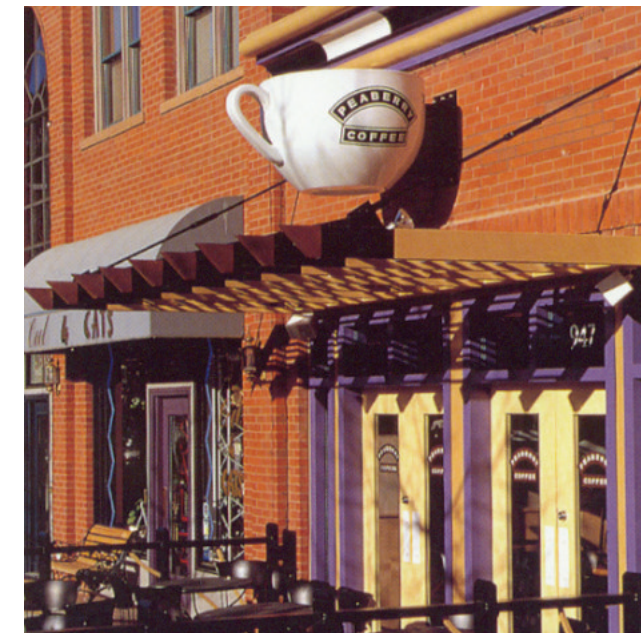
Theater marquee sign with multiple types of illumination



Illuminated dimensional letters mounted on canopy



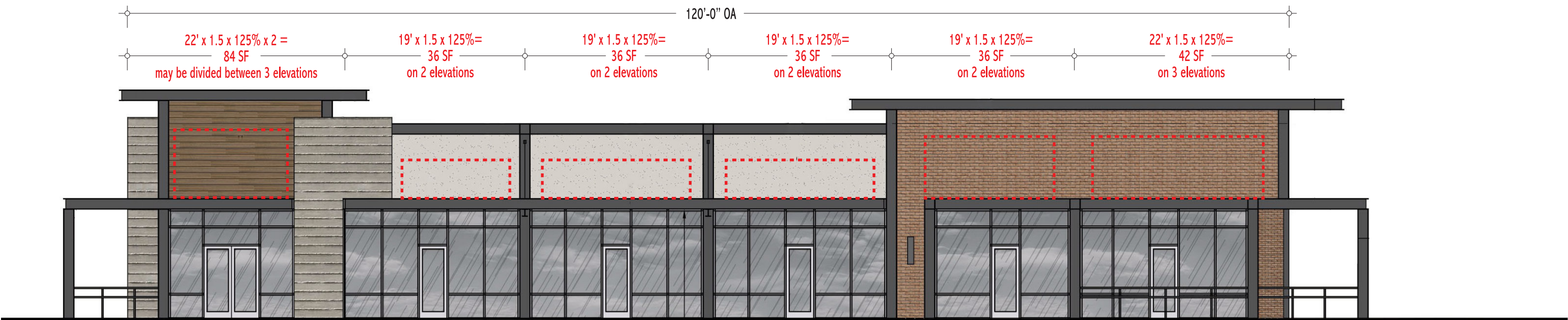
Multi-level dimensional logo with exposed neon  
Projecting Wall Sign



3D Fabrication Projecting Wall Sign

Photos are examples only





#### East Elevation

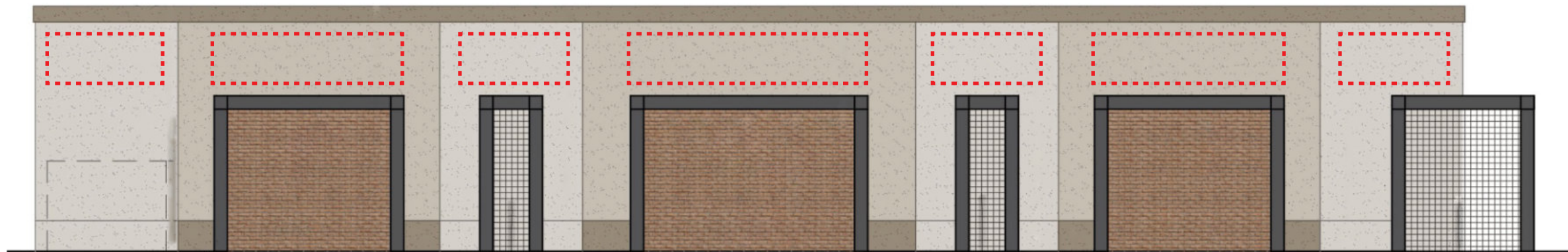
Dotted lines represent envelopes allowed for sign placement.

They may be on building fascia, on canopy structure or as projecting wall signs.

Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

Formula for allowable sign area: lineal footage x 1.5 x 125%

SIGN DATA	
Quantity	Up to 4 For Single Tenant Building
Min. Area	32 SF
Max. Area	Varies per lineal footage
Copy	Tenant Name, Logo and Identifiers
Illumination	Internal Front Halo and/or Neon



#### West Elevation

Dotted lines represent envelopes allowed for sign placement on building fascia.

Allowable Square Footage will be subtracted from overall allowance.

## RETAIL SIGNAGE - ALLOWABLE LOCATIONS

2018.02.19

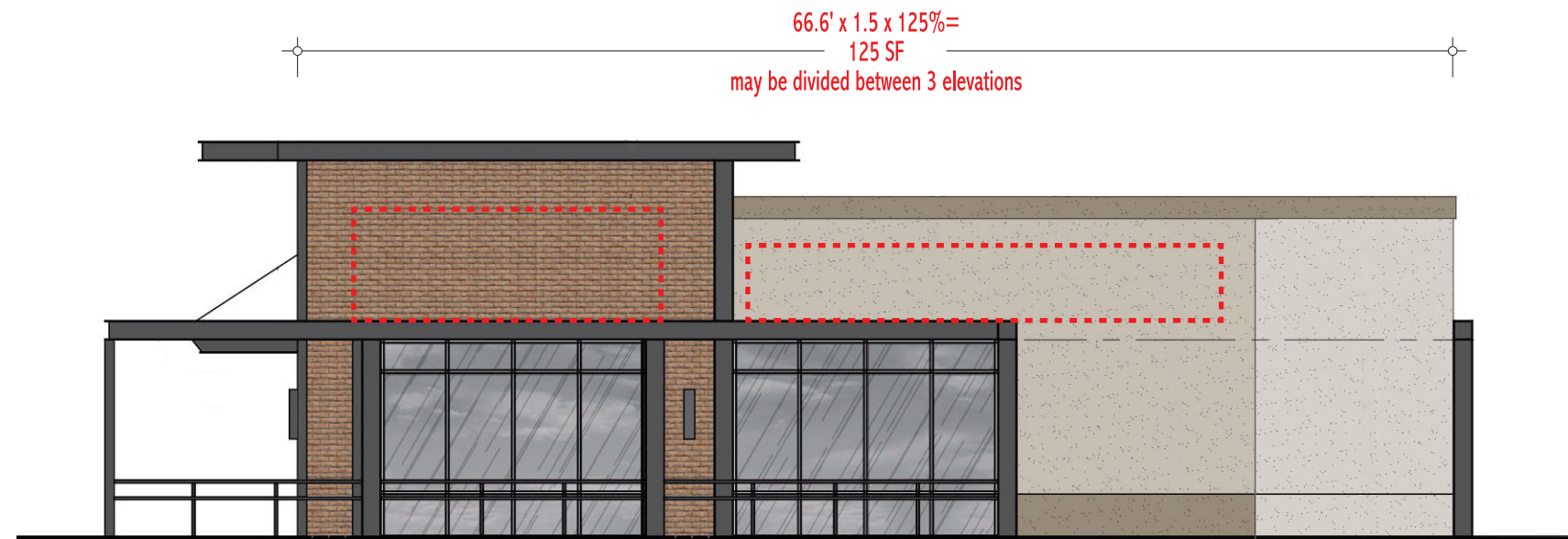
Scale: 3/32" = 1'-0"

CIRCLE  GATEWAY CENTER

  
LANGUAGE

CIRCLE  DEVELOPMENT

  
DESIGN BUILD



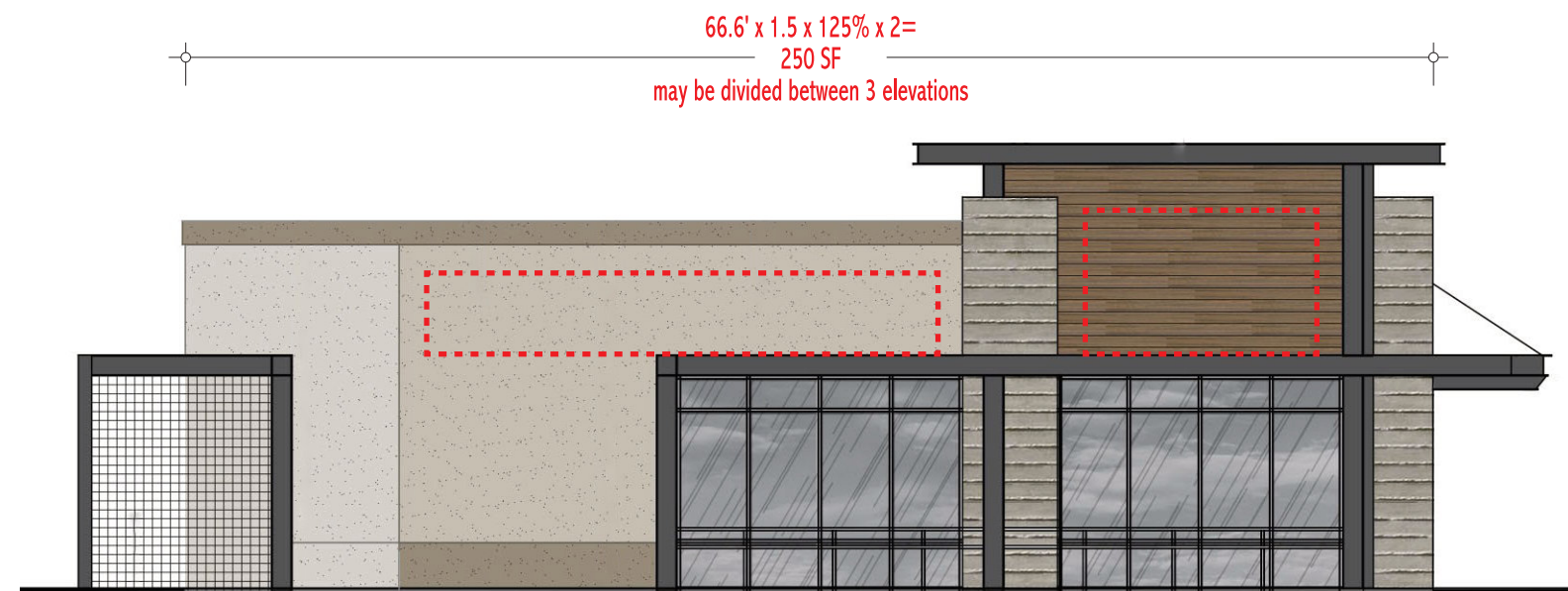
#### North Elevation

Dotted lines represent envelopes allowed for sign placement.

They may be on building fascia, on canopy structure or as projecting wall signs.

Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

Formula for allowable sign area: lineal footage x 1.5 x 125% if this is entry elevation.



#### South Elevation

Dotted lines represent envelopes allowed for sign placement.

They may be on building fascia, on canopy structure or as projecting wall signs.

Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

Formula for allowable sign area: lineal footage x 1.5 x 125% x 2 if this is entry elevation.

SIGN DATA	
Quantity	Up to 4 For Single Tenant Building
Min. Area	32 SF
Max. Area	Varies per lineal footage
Copy	Tenant Name, Logo and Identifiers
Illumination	Internal Front Halo and/or Neon

## RETAIL SIGNAGE - ALLOWABLE LOCATIONS

2018.02.19  
Scale: 3/32" = 1'-0"

CIRCLE  GATEWAY CENTER

  
LANGUAGE

CIRCLE  DEVELOPMENT

  
DESIGN BUILD





Character Illustration





Multi-level projecting wall sign with exposed neon



Cabinet sign with dimensional letters and internal illumination



Projecting wall sign with multiple types of illumination



Illuminated marquee



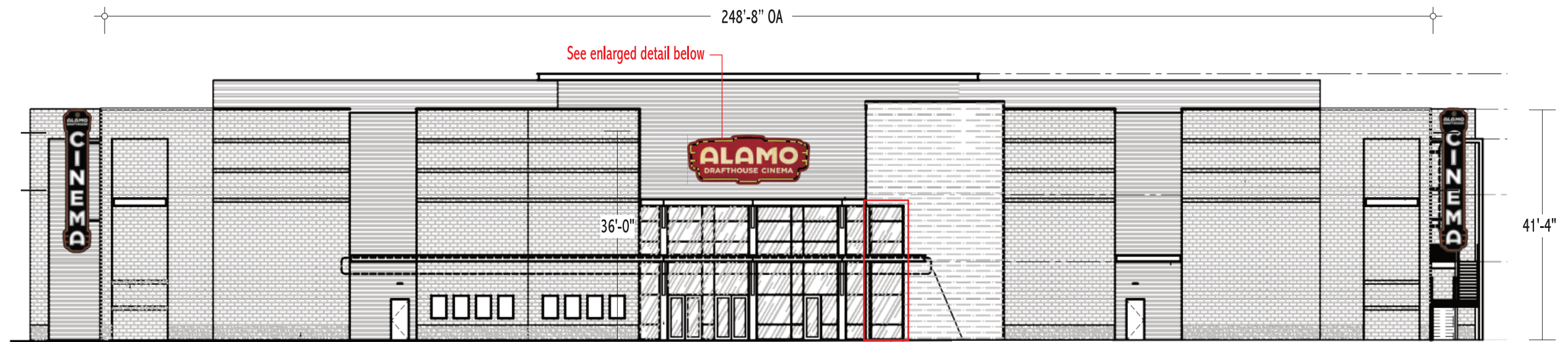
Illuminated marquee



Multi-level dimensional logo with exposed neon projecting wall sign and marquee

Photos are examples only





East Elevation - Main Entry  
Scale: 3/64" = 1'-0"

Sign Allowance:  $249' \times 1.5 \times 125\% \times 2 = 933.75$  SF allowed - 728 SF actual



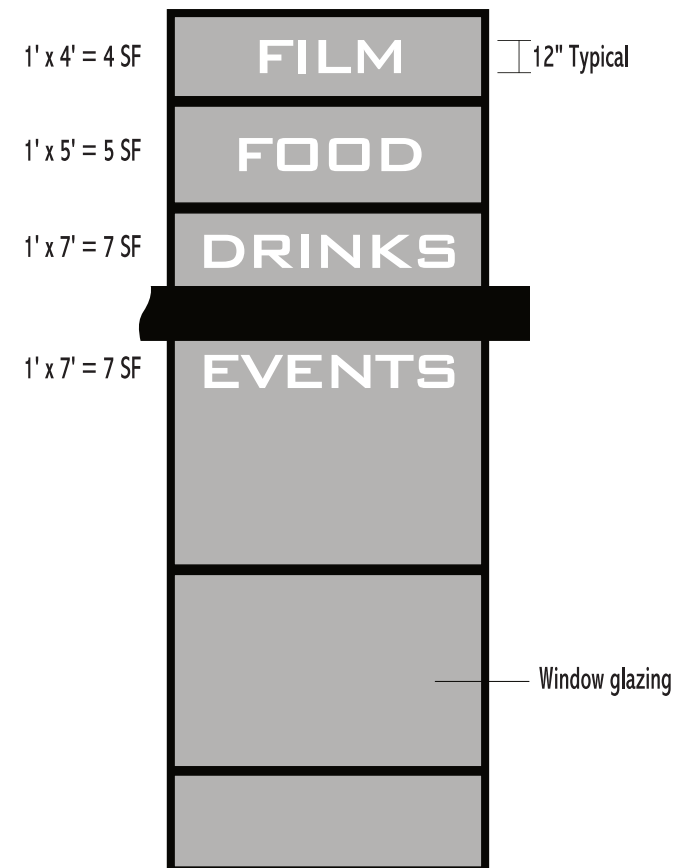
Enlarged Horizontal Cabinet Sign

Scale: 1/4" = 1'-0"

Quantity: 1

Fabricated metal cabinet with exposed neon lettering and halo illuminated perimeter channel  
(No light bulbs on signage)

Sign Area: 165 SF



Exposed Neon Display Inside Lobby

Scale: 3/16" = 1'-0"

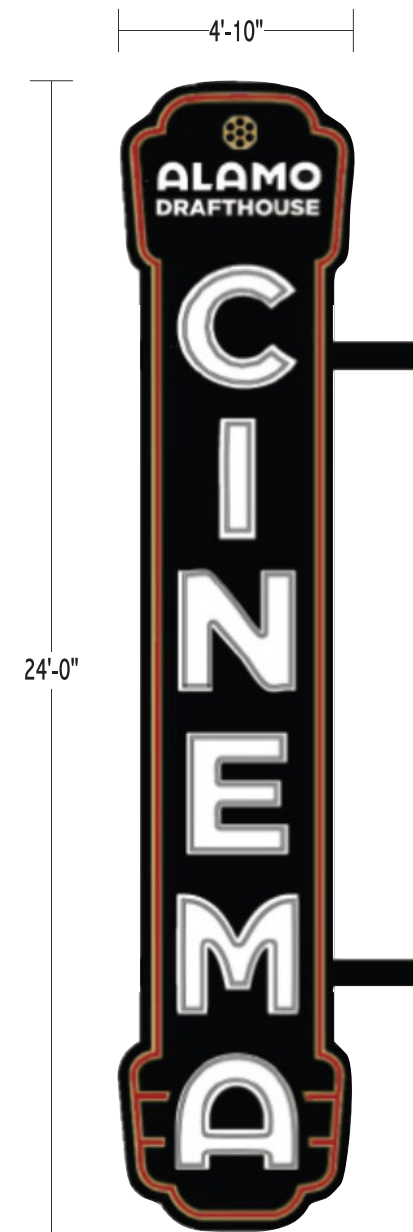
Total Area: 23 SF

Mounted to wall 24" from exterior glass



Exposed Neon Display in Window - Photo Illustration

Scale: NTS



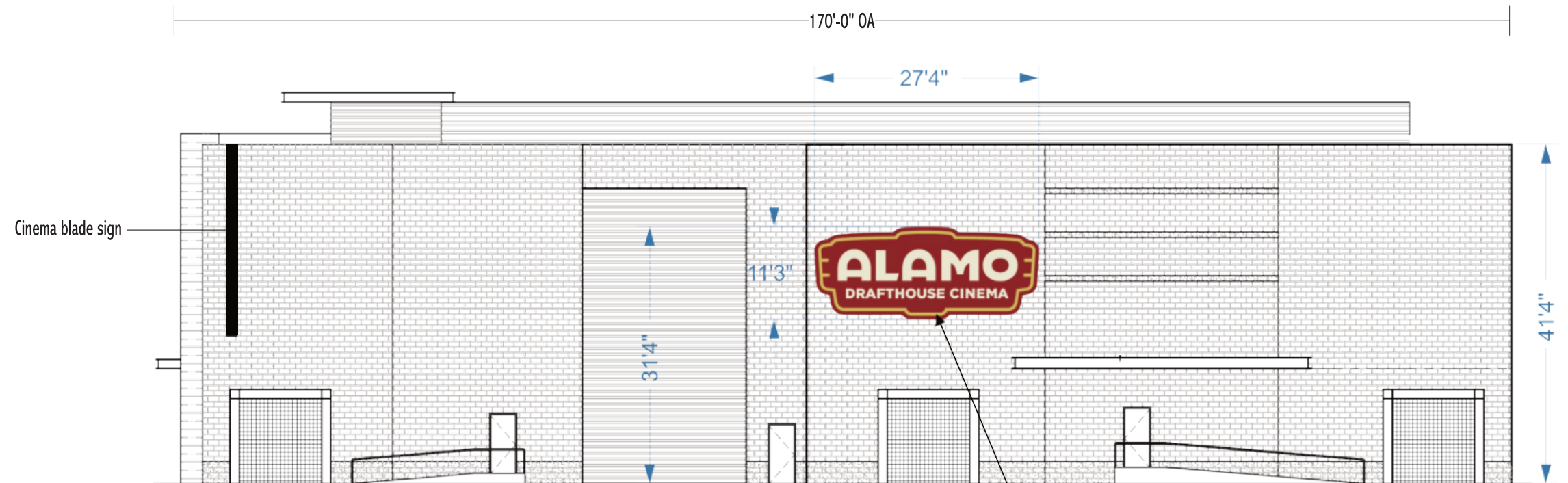
Cinema Blade Projecting Sign

Scale: 1/4" = 1'-0"

Quantity: 2

Fabricated double sided metal cabinet with exposed neon and internal illumination

Area per sign: 116 SF



North Elevation

Scale: 1/16" = 1'-0"





Dimensional logo and lettering with internal front illumination



Dimensional logo and lettering with internal front illumination



Dimensional logo and lettering with internal front illumination



Illuminated dimensional letters mounted on canopy



Dimensional logo and lettering with internal front illumination



Dimensional logo and lettering with halo illumination

Photos are examples only





East Elevation

**SIGN C - STACKED LINEAR LAYOUT WITH MONOGRAM XLS-SLM-6**



**Sign A Dimensions**

Scale: NTS

Sign Area: 84 SF



**Sign C Dimensions**

Scale: NTS

Sign Area: 95 SF

**Notes:**

Logo - Cabinet with printed graphics on translucent white acrylic internally illuminated

Lettering - Individual channels with translucent acrylic faces internally illuminated

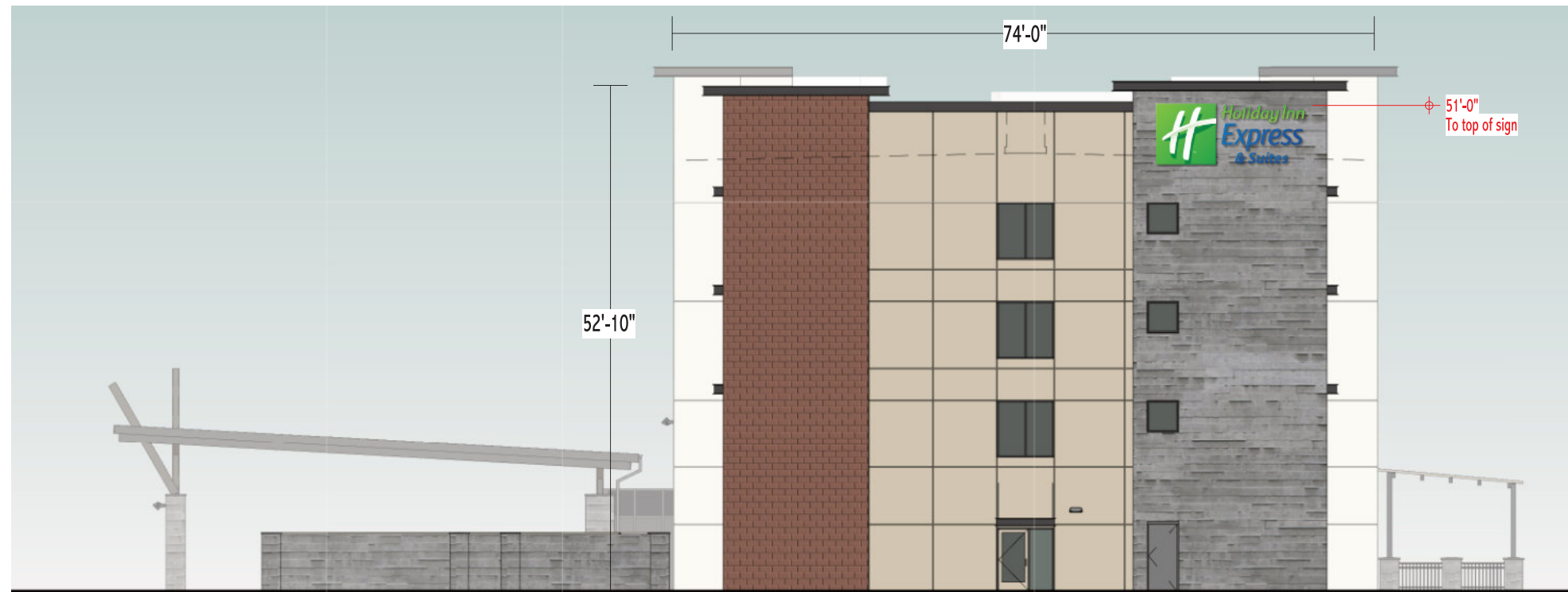


North Elevation - Main Entry

**SIGN A - LINEAR LAYOUT WITH MONOGRAM XLS-LM-4**

**Sign Allowance: 226' x 1.5 x 125% x 2 = 847.5 SF Allowed - 358 SF Actual**





West Elevation

**SIGN D - STACKED LINEAR LAYOUT WITH MONOGRAM XLS-SLM-6**



**Sign B Dimensions**

Scale: NTS

Sign Area: 84 SF



**Sign D Dimensions**

Scale: NTS

Sign Area: 95 SF

**Notes:**

Logo - Cabinet with printed graphics on translucent white acrylic internally illuminated

Lettering - Individual channels with translucent acrylic faces internally illuminated



South Elevation

**SIGN B - LINEAR LAYOUT WITH MONOGRAM XLS-LM-4**

**HOTEL BUILDING SIGNAGE - PROPOSED LOCATIONS**

2018.02.19  
Scale: 1/16" = 1'-0"

**CIRCLE G GATEWAY CENTER**

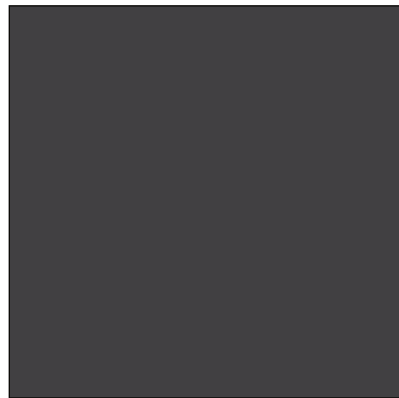
**SVGN**  
LANGUAGE

**CIRCLE DEVELOPMENT**

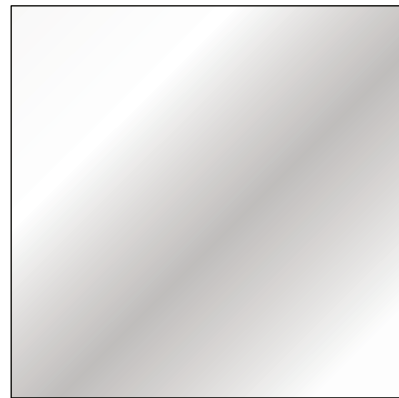
**LGE**  
DESIGN BUILD



① Painted Aluminum  
Matthews MP 18082  
"Brightray Silver Metallic"



② Painted Aluminum  
Dunn Edwards DE 6370  
"Charcoal Smudge"



③ Translucent White Acrylic



④ Board Form Concrete



Typical Freestanding Sign Colors

**Revised**  
February 20, 2019  
(DR19-09)